

shipping MANAGEMENT

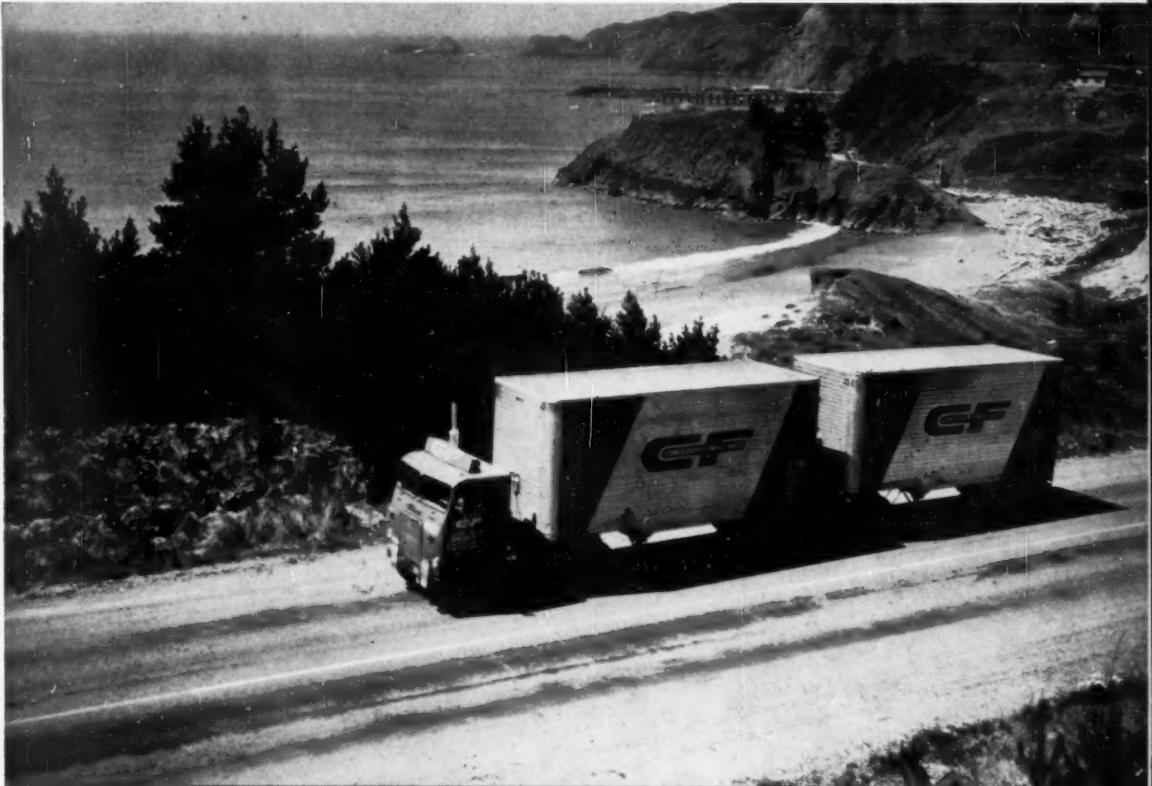


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DECEMBER, 1960

WRITTEN FOR THE SHIPPER AND INDUSTRIAL TRAFFIC MANAGER



How new motor freight billing system slices paperwork, ups efficiency. . P. 8
Air cargo gets off the ground: a new look at sky freight shipping. . . . P. 26
Trucks, fiber receptacles ease shipping and receiving at Western Auto. . P. 16
Mechanized handling lends new "zip" to warehousing at the Kroger Co. . P. 20

CLOSING THE DISTANCE BETWEEN MATERIALS AND MARKET . . . THE MODERN MOTOR CARRIER: CAPACITY



Heads full of carrier go-how. To shippers, the job of moving goods can seem immensely complicated—or marvelously simple. Depends on a number of factors: time, route, rates, special handling, etc. Ship Eastern Express and 2200 exceptionally able people in 41 major markets are ready to answer your toughest delivery problems . . . smooth the way for your shipment, *all the way*.

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552 Semi-Trailers

(74 Van type trailers

245 Volume Van trailers

55 Open top trailers

42 Convera-Van trailers

121 Semi-Insulated trailers

15 Mechanical refrigerated trailers)

133 City pickup trucks

171 City pickup tractors

125 City pickup trailers

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Gordons Transports, Inc.

General Offices: Memphis, Tennessee

LEGEND

Gordons Transports	—
England Brothers
(Contracted to Purchase)	
Huff Truck Line	↔



CHECK NO. 2 ON HELP-O-GRAM COUPON

December, 1960

IT (almost anything)
GETS THERE
RIGHT in
WIREBOUNDS

packs right
handles right
stacks right
ships right

These booklets
 tell you why

1. "What to Expect from Wirebounds" describes construction and general uses.



2. "Materials Handling, Warehousing and Stacking" is a digest of money-saving methods.



3. "Heavy Loads" explains how extra heavy shipments handle easier in Wirebounds.



4. "Pallet Boxes" shows how to handle items in bulk safely, at low cost.



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 "Heavy Loads" "Pallet Boxes"

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Company _____

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City _____ Zone _____ State _____

IT GETS THERE RIGHT IN

Wirebound
 BOXES & CRATES

CHECK NO. 3 ON HELP-O-GRAM COUPON

NEWS
 you can use

automation a "must" for upped shipping efficiency, economy

If U. S. industry does not automate faster in the field of distribution, some of the dramatic gains made by automation in manufacturing will be lost.

According to Richard L. Speaker, one of the nation's foremost mh experts, "too many of the present materials-handling systems have automatic or mechanical systems borrowed from the manufacturing plant. Instead, they must be carefully tailored by materials-handling experts to the special needs of each distribution problem."

A case in point: a sorting system for mail order houses, post offices, transfer terminals, and parts warehouses, which employs the "tipping tray" principle.

In the mail order installation, the system handles as many as 100,000 parcels per eight-hour day, combining them into orders at the rate of over 1600 per hour.

"It is controlled by an analog computer," Mr. Speaker points out "and has reduced the cost of sorting parcels by 90 percent, producing an annual saving estimated at about \$250,000."

want to KO your packing costs?
 rely on a packaging engineer

Industrial packaging problems must be handled by "responsible executives" and not "shipping clerks," a survey by Dun's Review and Modern Industry concludes.

American industry will never get its money's worth out of the \$18.5 billion it spends each year on packaging as long as the packaging function is managed on a "catch-as-catch can basis," the magazine says.

On the basis of interviews with packaging experts, the magazine finds "few companies are getting maximum sales appeal or reduction of distribution costs from their packaging."

Example of possibilities: the case of a potato chip manufacturer who increased sales 500% through an improved, yet less costly, package design, which also cut storage and distribution costs.



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TERMINALS

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Denver, Colorado	DU 8-4567
Detroit, Michigan	VI 3-9505
Evansville, Indiana	HA 3-6487
Kansas City, Missouri	HU 3-9343
Los Angeles, California	AN 8-8211
Louisville, Kentucky	ME 6-1361
New York, New York	LO 4-3320
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Owensboro, Kentucky	MU 3-5363
Phoenix, Arizona	AL 8-5321
Pueblo, Colorado	LI 3-4425
St. Louis, Missouri	CH 1-7830
Seattle, Washington	MA 4-3850
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OFFLINE SALES OFFICES

Boston, Massachusetts	NO 7-3401
(Norwood, Mass.)	
Cincinnati, Ohio	HU 1-8165
Dayton, Ohio	BA 2-5082
Milwaukee, Wisconsin	DI 2-4110
Nashville, Tennessee	AL 5-3528
New York, New York	WI 7-6968
Philadelphia, Pa.	LO 4-1360
(Springfield, Pa.)	
Portland, Oregon	CA 2-4500
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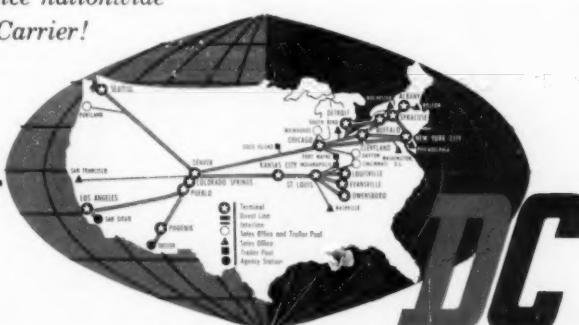
you're dealing with a financially-sound carrier . . . that your shipment, large or small, will get the care it deserves, backed by our full resources of men, equipment and facilities and the know-how that comes from long years of experience.

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CHECK NO. 4 ON HELP-O-GRAM COUPON

December, 1960



IN THIS ISSUE . . .

25 years of service to shippers

With this issue, **Shipping Management-National Hi-Way Shipper** completes a quarter of a century in the publishing field. Coming up: some important changes designed to boost its service to shippers.

7

How new motor freight billing system slices paperwork, ups efficiency

Now being used on a mounting scale around the nation is a new and improved freight billing procedure, geared to streamline freight bill processing, KO clerical costs, and floor costly errors.

8

Do YOU need a traffic consultant?

Traffic managers are working harder and are under fiercer pressure than ever before. So are their traffic aides. Result? Many traffic departments are turning to traffic consultant firms for a variety of services. Interested? Here's what a consultant can do for you.

10

Trucks, fibre receptacles ease shipping-receiving, handling-warehousing at Western Auto Supply

Problem: shifting a whole host of different products from point-to-point, with a maximum of efficiency and a minimum of effort. Western's approach: versatile, efficiency-building vulcanized fibre receptacles.

16

Mechanized handling lends new "zip" to warehousing at the heads-up Kroger Company

Powerful, up-to-date mh equipment and carefully conceived handling methods and procedures are this grocery firm's answer to shipping-receiving-storage costs and tie-ups.

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What's new, what's what in motor carrier dicta

An up-to-the-minute report by David Axelrod.

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Air cargo gets off the ground: a new look at sky shipping

Few men are better versed in the basics of air freight than Flying Tiger President Robert W. Prescott. His detailed analysis of air shipping and where it's heading is certain to answer many of the questions being asked by TMs today.

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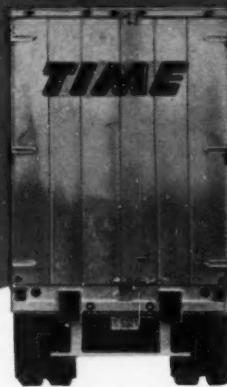


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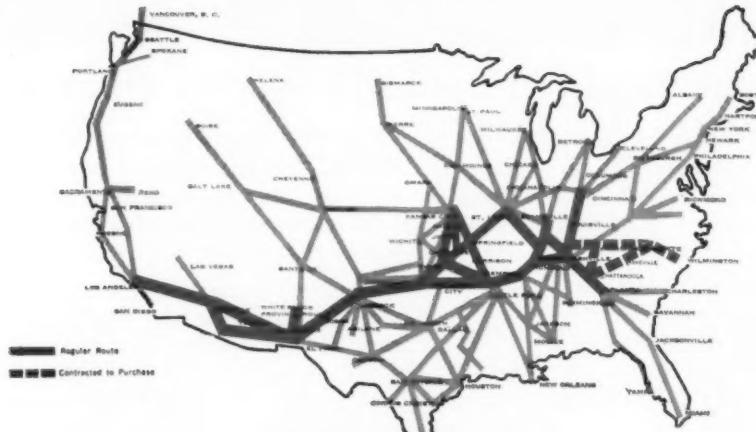
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December, 1960

OPERATIONS REPORT



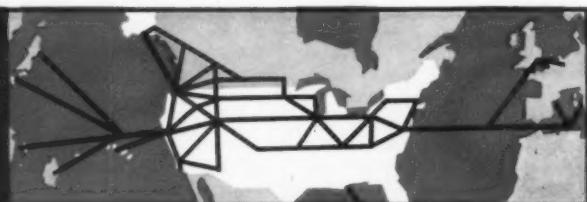
Part of your business always works after hours

After the sun goes down, CF terminals glow with the headlights of trucks moving out for next morning delivery of freight to nearby communities. Such overnight service is an essential part of thousands of American businesses, large and small. That's why Consolidated Freightways gears its terminals, pick-up fleets, and schedules to the job only trucks can do so well—short haul distribution. The CF system is also ideally suited for dependable motor freight service *between* key distribution centers with our famous Daysaver thru-schedules.

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TRANSPORTATION WITH IMAGINATION

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shipping MANAGEMENT

combined with



25 years of service to shippers

With this issue, *Shipping Management-National Hi-Way Shipper* reaches a landmark in its history. It completes its first 25 years of service to the nation's shippers, carriers, and shipping equipment industry.

Next month this publication plunges ahead into its second quarter of a century. Intent on getting underway with a "bang," its staff has been hard at work for months, blue-printing a number of important changes.

One alteration you will certainly notice immediately in the January, 1961, issue of *S-NHS* will be the change in its name. Ever since June, 1958, when *Shipping Management* and *National Hi-Way Shipper* were joined, this magazine has carried both names. Starting with the next issue, however, it reverts to its former name—one it carried for nearly 23 years—*Shipping Management*.

In line with this shift, *Shipping Management* has used the opportunity to "face-lift" its cover. It has also moved to clarify further the area of traffic-transportation it is servicing by pointing out that *Shipping Management* is an *Independent Publication Written For Highway and Air Cargo Shippers*.

As always, *Shipping Management* will bring to the attention of its readers the latest developments in motor freight; air shipping; shipping equipment and supplies; traffic management; and related areas.

Service to the shipper has been the primary aim of this publication during its first quarter of a century. It will continue to be as *Shipping Management* moves forward into its second.



Publisher

HOW

NEW MOTOR FREIGHT SLICES PAPERWORK,

Better control and lower shipping paperwork costs are in the offing for the nation's motor freight shippers and carriers.

How? Through a revolutionary new bill of lading-freight bill system. Developer: The Addressograph-Multigraph Corporation.

Freight billing costs to motor freight carriers currently exceed \$40,000,000 annually—a figure which reportedly can be cut more than 50% by the new system.

The bill of lading, made out in triplicate by the shipper, with one copy for the consignee, another for the carrier, and the third for himself, is recopied in the carrier's terminal.

Not only is this a slow and costly procedure, but one fraught with an error factor which has in some instances exceeded 25%. In addition

to the difficulties arising from occasional misshipment, is the added chore for the shipper of matching the freight bills he receives against the bills of lading he wrote.

freight bill processing cost: 13¢

The burden on the common carrier is no lighter. In the case of an average medium size trucking company the average cost of preparing each freight bill is approximately 13¢. This, multiplied by a reasonable 500,000 freight bills a year, results in an annual expenditure of \$65,000. And that figure has increased with every passing year.

Key to the new bill of lading-freight bill system? The ability of a newly developed multilith master to capture an original writing and reproduce it in its entirety or with additions, deletions, and changes in as many copies as are desired.

This master constitutes the second page of a specially designed three-part carbon set. The shipper prepares the bill of lading by means of whatever writing method he is using at present. The first and third copies of the set are distributed as they have always been. The second, the multilith master, is given to the driver and accompanies the shipment.

From this point on, the master—having captured the shipper's original writing—is extended in the carrier's terminal to incorporate routing, rating, billing, and other necessary information. Copies are produced by simply feeding the completed master into the specially designed multilith offset duplicator.

These copies are black and white duplicates of the original which can be produced in any quantity and remain permanently legible under all handling conditions. Where interline billing is involved, a second mas-

Freight bill processing is fast, smooth, and accurate under the improved billing system. A lone operator may easily handle two multilith offset machines and complete 10 hours' work in 60 minutes flat!



BILLING SYSTEM UPS EFFICIENCY

"Freight bill processing costs the trucking industry a walloping \$40 million annually... A new billing system, however, bids fair to hack this figure by 50%; update billing procedures; and reduce errors to a minimum."

ter is automatically produced from the first to begin a new generation of exact duplicates of the original writing.

Utilizing the new equipment and procedure, one multilith offset operator can process up to 400 bills an hour—10 times the production of one billing clerk under the manual method of typing the freight bill. Of equally great importance is the virtual elimination of every possibility of error in copying the shipper's instructions.

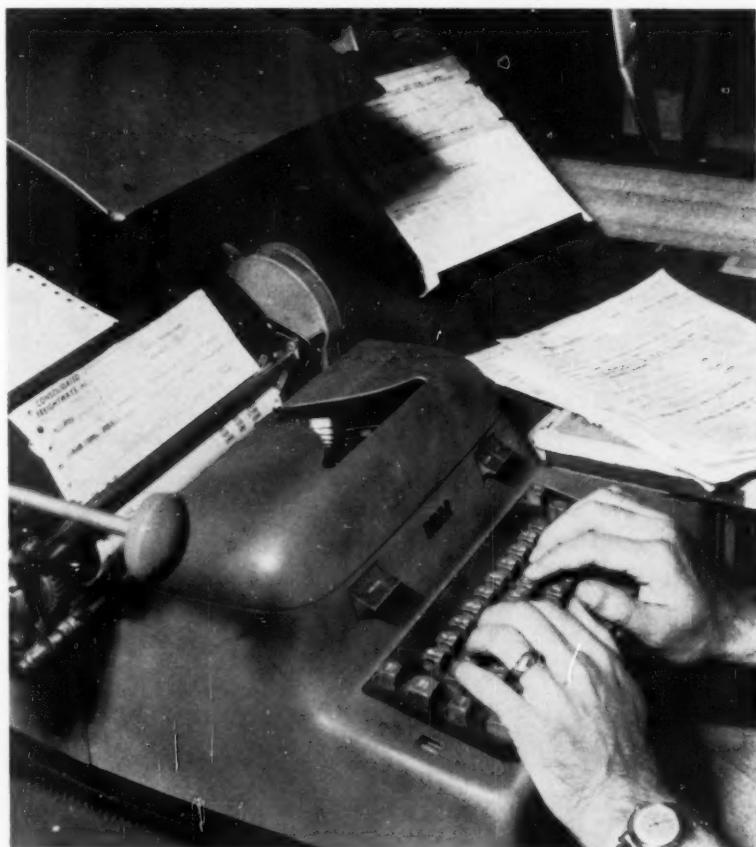
big billing break-through

It was the importance of this major break-through in motor freight billing, which, last year, led the ATA Regular Common Carriers Conference's Board of Governors to move that:

"To reduce costs and improve carrier services the staff be instructed to work with Addressograph-Multigraph Corporation on the technological development, the economic evaluation and the organizational installation of the multiple-copying procedure, and that progress reports be submitted thereon."

Results so far spell good news for the shipper in terms of the elimination of costly errors, simplification of tracing and freight claim operations, and removal of need to match freight bills against bills of lading. They spell equally good news for the nation's common carriers in terms of a major paperwork cost reduction; virtually error-proof freight bill processing; expedited billing; and improved service to highway shippers.

Extremely easy to use, freight bill forms may be prepared by typewriter, pencil, or any other conventional writing method. The forms are so designed that costly errors are virtually eliminated; freight billing expedited; and time-consuming paperwork slashed drastically. (Photos on these pages were provided by Addressograph-Multigraph Co.)





Other people's business is the prime concern of the nation's traffic consultant firms. As a result of their "know-how," substantial sums have been recovered by clients, following a careful audit of paid freight bills. Here is a typical scene at the Atlas Traffic Consultants Corporation. Problem being tackled? Tallying overcharges and preparing to file for a refund on behalf of a concern.

John Strauss



Jerome B. Silverman



Do YOU

Transportation costs skyrocketing? Determined to bring them down-to-earth again, but unsure of just where and how to begin?

Then you may need a traffic consultant.

Rate increases these days are hitting shippers thick and fast. To complicate matters, tariffs are becoming increasingly complex. In an average year, there are as many as 12,000 new rates established and up to 168,000 changes in old rates.

Outcome? Confusion—and waste! Describing "rubber hose" as "rubber goods" on a bill of lading, for example, can boost your shipping charges by almost 100%.

That's where a traffic consultant firm can perform an invaluable service. And more and more traffic managers around the nation are turning to these concerns for help—primarily in the area of paid freight bill auditing.

Outside auditing help can slash distribution expenditures sharply. By relieving a traffic department of the burdens of rate checking and similar time consuming tasks, a traffic consultant can boost traffic-transportation efficiency at the company being served.

No TM need feel embarrassed at turning to a traffic consultant for assistance. The fact is that some of America's foremost traffic departments are doing just that and reassigning their personnel to a variety of other vital tasks.

Typical of the outstanding consultant concerns lending a helping hand to hard-pressed traffic managers is the Atlas Traffic Consultants Corporation. GHQ: Flushing, New York. Headed by Jerome B. Silverman and John Strauss—two experts well versed in the ABCs of effective traffic management—the firm reportedly recovers

overcharges amounting to upwards of \$150,000 annually for its clients and performs a number of other important functions as well.

Like most traffic consultants, Atlas' fees are on a strict contingency basis. If a freight bill audit recovers no money, there is no charge. If it does, however, the firm charges 50% of the refund actually obtained.

The chances of errors being discovered in a freight bill audit are very high, Atlas emphasizes. Why? Because tariffs and traffic management have become so complicated that it's easy for a harassed, rushed traffic department to make a mistake.

Take the case of a large New York machinery manufacturer. When the subject of utilizing a traffic consultant firm was first discussed, the company was very skeptical. But it decided, finally, to employ the services of a consultant on a trial basis.

Today, that early skepticism has vanished and the manufacturer is a staunch believer in outside traffic assistance. Reason? Its first outside audit led to refunds amounting to \$1,500, stemming largely from a change in rail tariffs which had been overlooked by the machinery concern's local freight agent.

A North Carolina producer of electronic appliances, meanwhile, likewise succeeded in slicing its distribution costs by relying on the expert eye and sound judgment of a traffic consultant. Its error? Failing to catch incorrect bill of lading descriptions of merchandise it had received.

Only when a traffic consultant firm studied the bills of lading was the error discovered. The actual contents of inbound shipments were determined and the manufacturer called in for verification. With ample proof available, the traffic consultant firm—acting on behalf of its client—asked

need a traffic consultant?

the National Classification Board for a reclassification and adjustment of the freight charges to a lower figure.

End result? The southern manufacturer received refunds on its freight charges amounting to close to \$4,000.

other traffic triumphs

Other firms have also recovered substantial sums, thanks to the efforts of traffic consultants. Outstanding examples: Revere Brass and Copper; the Olympic Radio Company; Gimbel's Department Store (N. Y.); Little & Ives; and the Chase Brass Company.

Meaning to TMs? If your transportation costs are soaring, if your traffic employees are spending too much time checking freight bills, and if current tariffs have you befuddled, a traffic consultant firm may be the solution to your problem.

Traffic consultants profit from other people's mistakes. And so do their customers!

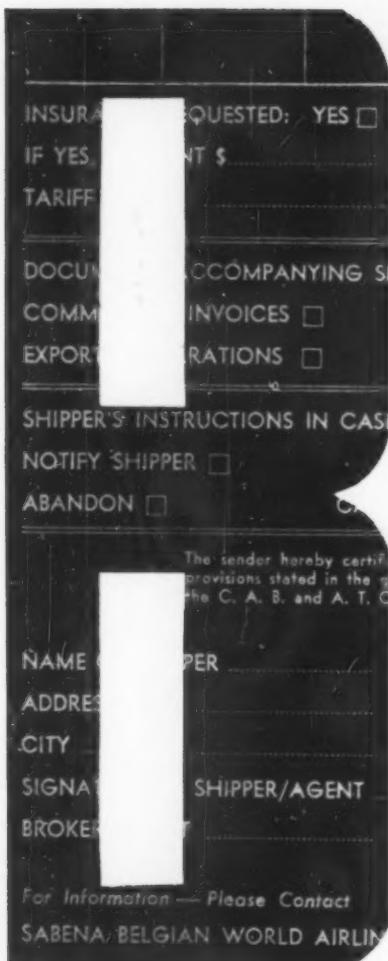
SOME OUTSTANDING CONSULTANTS

Atlas Traffic Consultants Corporation; Eastern Freight Traffic Service; Eastern Traffic Bureau; Freight Payment Expeditors; Lebo Traffic Consultant Service; Manufacturers Traffic Service; A. J. Morano, Incorporated; Transportation Cost Analysts.

From processing loss and damage claims to securing overcharge refunds—traffic consultant firms provide a variety of invaluable services. Need help in cutting your costs? Securing outside aid may be the answer to this and other distribution posers.

The image shows two identical forms for handling concealed loss and damage claims, one for the shipper and one for the consignee. Both forms are titled "Standard Form for the Handling of Concealed Loss and Concealed Damage Claims." They include sections for "SHIPPER'S FORM" and "CONSIGNEE'S FORM". Each form requires information such as shipper's claim number, consignee's claim number, R.R. claim number, point of origin, destination, date, number of packages, consignee, commodity, and information required. There are also sections for "Answers" and "Comments". The forms are dated 3-28-60 and are published by Julius Blumberg, Inc., Law Blank Publishers, 60 Exchange Place at Broadway, New York.

FOR CARGO



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SMALL

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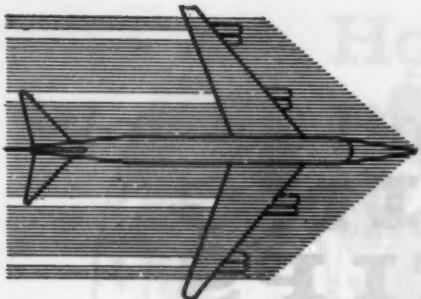


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AIR CARGO NEWS

The addition of a new 10:00 A.M. Boeing 707 departure from New York to Paris has doubled the cargo capacity for Air France out of New York. So says David W. Delaney, Eastern Regional Manager for the airline.

"This additional flight offers shippers diversification with day and night jet departures daily, coupled with our daily 7:00 P.M. flight. The 10:00 A.M. schedule insures next day delivery in Paris," Delaney reports. "Air France now has continuing connections with both departures all over Europe, the Middle, and Far East."

Delaney continued: "This is another step in our continued drive to step up our air cargo service which has been going on since the inauguration of our all jet service in the early part of 1960 and will be a continuing drive in the field of cargo for 1961," Delaney concluded.

Daily DC 8B flights between New York and Mexico City—the first United States-flag jet service between the two cities—have been launched by Eastern Air Lines . . . The Civil Aeronautics Board has authorized Eagle Airways (Bermuda) and Eagle Airways (Bahamas) to operate under the name of Cunard Eagle Airways. The Cunard Steamship Company has acquired control of the two small airlines and asked that their names indicate their link with Cunard.

Effective next month: an end to consular visas for sky freight shipments to Chile. The new regulation, decreed by Chile's president, applies to all air freight inbound to all cities in Chile, with the exception of the free port of Arica. Consignments bound for Arica must still be covered with consular visas.

The British Overseas Airways Corporation has slashed cargo rates on all goods moving between the United Kingdom and Trinidad, Barbados, and Georgetown. Purpose: to stimulate traffic to and from these key points.

Sky freight is becoming bigger, bulkier, and heavier all the time. Example? This 7,600 pound missile part consignment (photo below) being loaded aboard a Trans World Airlines airfreighter at Philadelphia International Airport.

Shipper: the Lukens Steel Company of Coatesville, Pennsylvania. Destination: the U.S. Air Force's missile testing center at Vandenburg Air Force Base, California.

The missile parts comprised the longest and heaviest consignment to date to move through the Philadelphia air cargo facility.





British Overseas Airways' Comet 4 jet-liner services between London, the Far East, and Australia have been accelerated with the Comet 4s recently released from the North Atlantic route. Rolls-Royce 707s now operate BOAC's jet services between the United Kingdom and North America.

Twice-weekly BOAC Comet 4 services in each direction between London and Singapore are being increased to three. The 10 services a week between London and Australia are being increased to 12.

BOAC is introducing a weekly London/Karachi Comet 4 service and a twice-weekly Comet 4 service to the Persian Gulf on behalf of its associated company, Middle East Airlines.

Next summer, BOAC will operate 34 Comet flights a week from London to Africa, the Middle and Far East, and Australia in one direction, and to South America via Madrid and Lisbon in the other.

The corporation's Comets made 1,156 North Atlantic crossings westbound from October 4, 1958 to October 15, 1960. Crossings eastbound during this period totalled 1,158, 92.4 per cent of them direct.

Daily utilization of 19 Comets over BOAC's worldwide network last summer was 10.9 hours. Next summer it will be 11 hours.

Air France is offering a revised specific commodity booklet for household goods and personal effects. The four page booklet may be used by shippers of household goods not for resale, or passengers whose personal baggage is considerably overweight and would like to take advantage of the economical air cargo rates to ship the overage.

The colorful booklet lists the new air cargo rates for these items between New York and points East. Each city is listed alphabetically with the per-pound-rate listed clearly next to each name for quick reference. The handy booklet may be obtained by passengers or shippers free of charge.

Interested? Contact: James R. Cason, New York District Cargo Manager, Air France, 683 Fifth Avenue, New York 22, N.Y.

November was designated as Cargo Month at Capital Airlines. M. P. Foster, Capital's cargo sales manager, said a month-long program was conducted, during which Capital personnel reminded air travelers of the value and importance of air cargo, while seeking to stimulate the firm's 1960 cargo revenue program.

Mr. Foster said Capital's reservations, ticket counter, and cargo sales personnel were especially attentive in conversations with customers and potential customers for opportunities to sell or inform them on the use of air cargo. In addition, he said that cargo handling employees stressed proper techniques in the handling, tracing, and loading of cargo.

Main purpose of the program: to stimulate Capital's cargo revenue production and bring the company within range of its 1960 goal of \$6 million, Mr. Foster said. He added, however, that air cargo is playing an increasingly prominent role in airline revenues and that Capital hopes its effort will help to raise interest among airline customers in the entire industry's cargo operation.

Other air freight carriers take note!

Capital Airlines will introduce cargo-passenger jet service non-stop between Miami and Cleveland, and Miami and Pittsburgh, on Jan. 8. Capital reports it will use two 600-mile-an-hour 720s, manufactured by Boeing Airplane Co., for the new daily service.

The planes will be leased from United Airlines. The Civil Aeronautics Board currently is considering a proposal revolving around a Capital-UAL merger.

How has Pilot Won 22 Roadeo Championships in the last 9 years?

... with the Pilot "Attitude of Service"

5 National Championships
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1960 Joseph Hart—N. J. State Roadeo
Paul Pittman—N. C. State Roadeo



Joseph Hart



P. H. Reid



Edward Costello

1959 L. W. Ford—National Roadeo
William Comiskey—N. J. State Roadeo
James Connolly—N. J. State Roadeo



James S. Jackson



William J. Yates

1958 L. W. Ford—National Roadeo
L. W. Ford—N. C. State Roadeo
Paul Pittman—N. C. State Roadeo



James S. Jackson



L. W. Ford

1957 L. W. Ford—N. C. State Roadeo
Paul Pittman—N. C. State Roadeo



1956 P. H. Reid—N. C. State Roadeo
Edward Costello—Penn. State Roadeo
William J. Yates—N. J. State Roadeo



Paul Pittman



William Comiskey



James Connolly

1954 James S. Jackson—N. C. State Roadeo
L. W. Ford—N. C. State Roadeo



1953 P. H. Reid—National Roadeo
Edward Costello—Penn. State Roadeo



1952 P. H. Reid—National Roadeo
P. H. Reid—N. C. State Roadeo

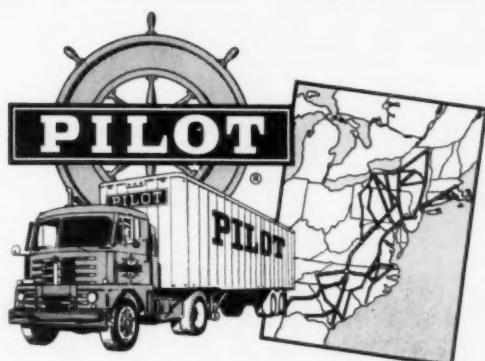


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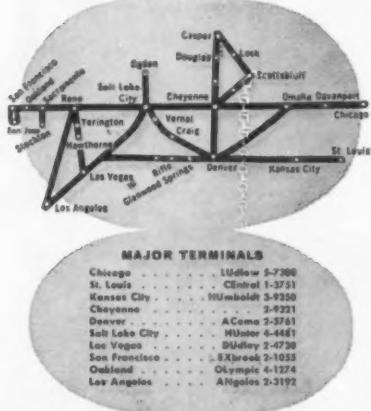
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December, 1960



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LINE OF THE ROCKETS

CHECK NO. 9 ON HELP-O-GRAM COUPON

MOTOR FREIGHT, SPECIAL RECEIVING, AND STORAGE

Vulcanized fiber materials handling receptacles are cutting maintenance costs and speeding up merchandise handling at the Butler (Pa.) warehouse of Western Auto Supply Co., a national retailer of automotive and home goods.

Western Auto uses the new fiber receptacles to ship small auto parts and accessories, household and garden supplies, and many other small items to its retail stores. Since the Butler warehouse serves 265 home-owned associate stores and 45 company stores in a six-state area, a considerable amount of merchandise is handled daily.

Western's big switch

About 1,000 canvas wire-frame hampers were formerly used by the company to ship store inventories. In December, 1958, Western Auto replaced 500 of these canvas hampers with Kennett fiber receptacles, made by National Vulcanized Fiber Co., Wilmington, Del. Receptacles are made of fiber-armored plywood, a strong, lightweight material consisting of plywood bonded between two thicknesses of vulcanized fiber.

Company records show that the 500 receptacles cost only about \$250 a year to maintain, compared to \$2000 a year for the hampers previously used. Net saving: \$1750.

Because of the large daily volume of merchandise shipped from the Butler warehouse, fast, efficient handling is required. The company utilizes 22 trailer trucks at this location—26 delivery routes each week with an average of six trailer departures daily.

dollar-saving procedure

Merchandise is packed in the hampers by the order fillers as the items are pulled from stock bins. The hampers are sealed and are loaded into the trailers. A number of these vulcanized fiber receptacles may be stacked one on top of the other, thus obtaining better usage of the "cube" within the trailer & thereby allowing more merchandise to be loaded.

Inside the warehouse, too, han-

dling is fast and efficient with the vulcanized fiber receptacles. Since they're tapered and have metal stops at the sides, they nest neatly when empty and are easily separated by order fillers. When they are filled, more receptacles can be loaded on a floor truck because their rigid construction permits multiple stacking. This makes it possible for an order filler to move merchandise fast and with little effort.

Outcome: efficiency—plus and substantially sliced distribution costs.

Meaning to Western Auto Supply: a stronger competitive position in an intensely competitive field.

The mushrooming use of office copying and facsimile machines has brought a plea from retail traffic managers that careful attention be given to the inks used on invoices. The Traffic Group of the National Retail Merchants Association gives these recommendations for the printing and writing of invoices:

1. Whenever possible, all information on invoices, including manufacturer's name and the invoice number, should be printed in black ink. Almost all black inks reproduce clearly on the various copying machines in use by stores.
2. Where the use of colored inks is desirable, the printer should be requested to use special inks now on the market which will reproduce satisfactorily on most copying machines.
3. All typewritten information should be in black.
4. Hand-written information should be in black ball-point, black pencil, or ball-point using inks specially made for reproduction purposes. In most cases, standard fountain and ball point pen inks will not reproduce.

Leonard Mongeon, manager of the NRMA Traffic Group, urged adherence to these four points by saying, "The flow of goods and of re-orders through a store's traffic department can be seriously delayed when it is necessary to trace over a manufacturer's name and invoice number to make it reproduce. Adoption of these recommendations by vendors would greatly increase the efficiency made possible by the copying machines."

FIBER RECEPTACLES EASE SHIPPING, AT WESTERN AUTO SUPPLY COMPANY



Intent on stepping up the tempo of its distribution operation, Western Auto has replaced some 500 canvas hampers with vulcanized fiber receptacles. Purpose? To transport store inventories.



Loading with Western Auto's vulcanized fiber receptacles? A snap! The components stack so effectively that there is even room inside outbound highway vehicles for a whole host of bulky shipping containers.

Shielding merchandise from the hazards of handling is a sturdy, dependable lid. The lid is so shaped that receptacles may be stacked and handled speedily and easily, boosting efficiency sky-high.

Handling wet auto batteries used to be a problem at Western Auto! Not anymore. Now, when battery acid spills, it is wiped off the fiber surfaced receptacles quickly & simply. Outcome? Damage is held down!



"ask the man
who ships"

about 
SuperService

TERMINALS OR SALES OFFICES

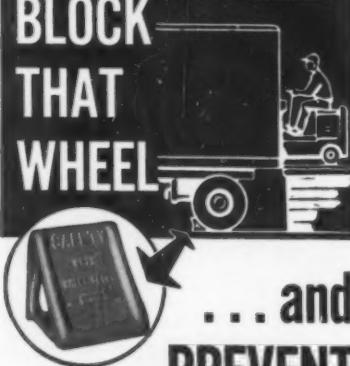
East
NEW YORK • SOUTH KEARNY-
NEWARK, N. J. • BOSTON
SPRINGFIELD, MASS. • WOR-
CESTER, MASS. • PROVIDENCE
YORK, PA. • PHILADELPHIA
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\$12.35 ea.
1-5 Blocks
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CHECK NO. 11 ON HELP-O-GRAM COUPON

INTIMATE
notes
OF EMINENT PEOPLE

By CURTIS C. STEWART

We failed our readership in our November issue by the deletion of this column. It could not be helped; it won't happen again. And now we ask and urge that you give us your comments on our new cover design which will appear with our January 1961 issue . . .

RICHARDSON (HAROLD) appointed District Sales Manager, B&P MOTOR EXPRESS, hdq., Detroit

LANDIS (GENE), Director of Transportation, INTERNATIONAL MINERALS AND CHEMICAL CORP., picks up prexyship, ASSOCIATED TRAFFIC CLUBS

OF AMERICA . . . STIER (ROBERT H.) becomes Vice President-Comptroller, PHILADELPHIA TRANSPORTATION COMPANY, hdq. Philadelphia . . . McNEAL (FRANK) appointed Operations Manager, ILLINOIS-CALIFORNIA EXPRESS, hdq. Los Angeles . . . FAULS (BOB) joins official staff, MIDWEST EMERY TRANSPORTATION CO., hdq. Chicago . . . Tribute is paid here and now to the FRUEHAUF TRAILER COMPANY for that fantastic steak breakfast at the Waldorf in New York, during the ATA sessions . . . CORNISH (CABELL) appointed Executive Vice President-General Manager, SOUTHERN PLAZA (now managed by RYDER), hdq. Dallas . . . LEBER (WM. H.) appointed Terminal Manager, INTERSTATE SYSTEM, hdq. Pittsburgh . . . McDORMAN (R. W. "BOB") appointed District Manager, MICHIGAN EXPRESS, INC., hdq. Chicago . . . MORTON (J. ROBERT) appointed General Traffic Manager, COMBUSTION ENGINEERING, INC., hdq. Windsor, Conn. . . . LARSON (L. R.) appointed District Sales Manager, P.I.E., hdq. Portland . . . RUDY (KENNETH) joins sales staff, WATSON BROS. TRANSPORTATION, hdq. Omaha . . . THORPE (K. PAUL) assumes duties, Traffic Manager, ELDON INDUSTRIES, hdq. Hawthorne, California . . . HALL (J. W.) named Supervisor of Traffic, WESTINGHOUSE ELECTRIC

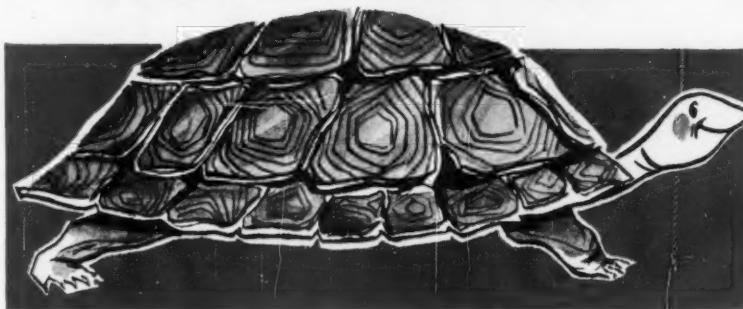


CORNISH

COMPANY, INC., hdq. Newark, New Jersey . . . RUSCETTA (JOSEPH S.) elevated to Vice Presidency-Traffic, SPECTOR FREIGHT SYSTEM, hdq. Chicago . . . REYNOLDS (E. H.) appointed Manager, Terminal Operations, TRANSCON LINES, hdq. Los Angeles . . . FISHER (HARRY J.) appointed Director of Sales, HALLS MOTOR TRANSIT CO., hdq. Harrisburg, Pa. . . SHAFFER (LAWRENCE O.) appointed General Sales Manager, CONSOLIDATED FORWARDING COMPANY, hdq. St. Louis . . . BARR (JERRY) appointed District Sales Manager, INTERSTATE MOTOR LINES, hdq. Los Angeles . . . EAGLES (ARCHIE) elevated to Terminal Manager, BRIGGS TRANSPORTATION COMPANY, hdq. Duluth . . . ALLEN (WINSTON H.), appointed District Sales Manager, INDIANAPOLIS-KANSAS CITY MOTOR EXPRESS, hdq. Kansas City . . . HILL (JOSEPH R.) elevated to District Sales Manager, CONSOLIDATED FREIGHTWAYS, hdq. San Francisco . . . SHEPHERD (I. W.) joins staff, LOS ANGELES-SEATTLE MOTOR EXPRESS, National Accounts Executive, hdq. Seattle . . . SANDERS (J. I.) elevated to Assistant Secretary, EAST TEXAS MOTOR FREIGHT, hdq. Dallas . . . ZUBER (ALBERT L.) appointed Traffic Specialist, ATLAS POWDER COMPANY, hdq. Wilmington, Delaware . . . RONAN (JOHN R.) joins import-export sales staff, DENVER CHICAGO TRUCKING CO., hdq. Chicago . . . ST. JEOR (C. E. "Pinky"), IML Sales Exec., makes annual junket to the Philippines, Japan, Hong Kong, etc. . . . BELSON (WALTER W.), ATA Public Relations Director and Assistant to the President, picks up Vice Presidency, PUBLIC RELATIONS SOCIETY OF AMERICA . . . LAWS (JESSE D.) elected President, MEMPHIS TRAFFIC CLUB . . . MORGAN (DON E.) appointed Manager, INTERNATIONAL SEA-VAN LINES, . . . ORMISTON (ROBERT) joins cargo

sales staff, AIR FRANCE, hdq. New York . . . KRONE (ARTHUR V.) becomes General Traffic Manager, UNITED CARBON COMPANY, INC., hdq. Houston . . . ALLAIS (RICHARD C. "DICK"), Executive Vice President, RYDER SYSTEM, INC., has been elected a member of that company's Board of Directors . . . NORRIS (CHUCK) joins sales staff, FREIGHT, INC., hdq. Akron . . . GILMARTIN (PETER J.) elevated to position, Director of Traffic, REMINGTON RAND, hdq. New York . . . Twenty-six years ago, McCLELLAND (DON) picked up a job as a billing clerk with ALL STATES FREIGHT, INCORPORATED, hdq. Akron; today he is President of that company . . . STEWART (TYRUS C.) appointed Traffic Manager, LION OIL COMPANY, hdq. Eldorado, Arkansas . . . KIRKPATRICK (W. D.) appointed Vice President-Sales, SKAGGS TRANSFER, INC., hdq. Louisville . . . CUDLIPP (AL) appointed Vice President-Director Public Relations, RED BALL MOTOR FREIGHT, hdq. Dallas . . . KENNEDY (V. B.) elevated to District Sales Manager, GARRETT FREIGHTLINES, INC., hdq. Denver . . . BRADY (HENRY L.) appointed Traffic Manager, GRAND RAPIDS MOTOR EXPRESS, INC., hdq. Grand Rapids . . . GORDONS TRANSPORT, hdq. Memphis, takes occupancy one-half million dollar terminal, St. Louis . . . FRISBIE (HOWARD L.) appointed Manager, UNITED STATES GYPSUM Western Traffic Department, hdq. Los Angeles . . . ZASTROW (EDWIN) appointed General Traffic Manager, MIL-PRINT, INC., hdq. Milwaukee . . . SCHROEDER (JAMES C.) joins sales staff, YELLOW TRANSIT FREIGHT LINES, hdq. Detroit . . . TOMPKINS (J. LANGHORNE) appointed General Traffic Manager, VIRGINIA-CAROLINA CHEMICAL CORP., hdq. Richmond, Va. . . . CADE (LLOYD M.) joins sales staff, COOPER-JARRETT, hdq. New Castle, Delaware . . . RUDGE (W. H.) appointed Traffic Manager, SWIFT & COMPANY, hdq. Los Angeles . . . UNGER (SANKEY, JR.) named Vice President-Sales, YANKEE LINES, INC., hdq. Akron . . . MANN (AL) joins sales staff, JASPER & CHICAGO MOTOR EXPRESS, hdq. Chicago . . . ARMSTRONG (ELLIS L.) becomes President, BETTER HIGHWAYS INFORMATION FOUNDATION, hdq. Washington, D. C. . . . and now we look to 1961, hopeful and confident it will be better than 1960.

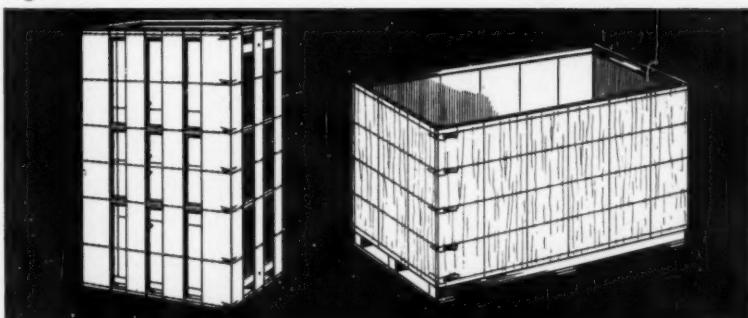
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MECHANIZED

Reduction of costs and better utilization of warehouse space are benefits resulting from adoption of a palletless lift truck handling system at the Cincinnati (Ohio) grocery warehouse of the Kroger Company.

Although the warehouse operation combines pallet and palletless handling systems, several advantages can be claimed for the elimination of pallets through use of clamp-equipped lift trucks. They are as follows:

1. The initial investment for thousands of pallets is eliminated.
2. Also eliminated is the cost of maintaining and repairing pallets—a costly service representing a substantial yearly expenditure.
3. The costly and time-consuming

movement of empty pallets, either by lift truck or by hand, is unnecessary.

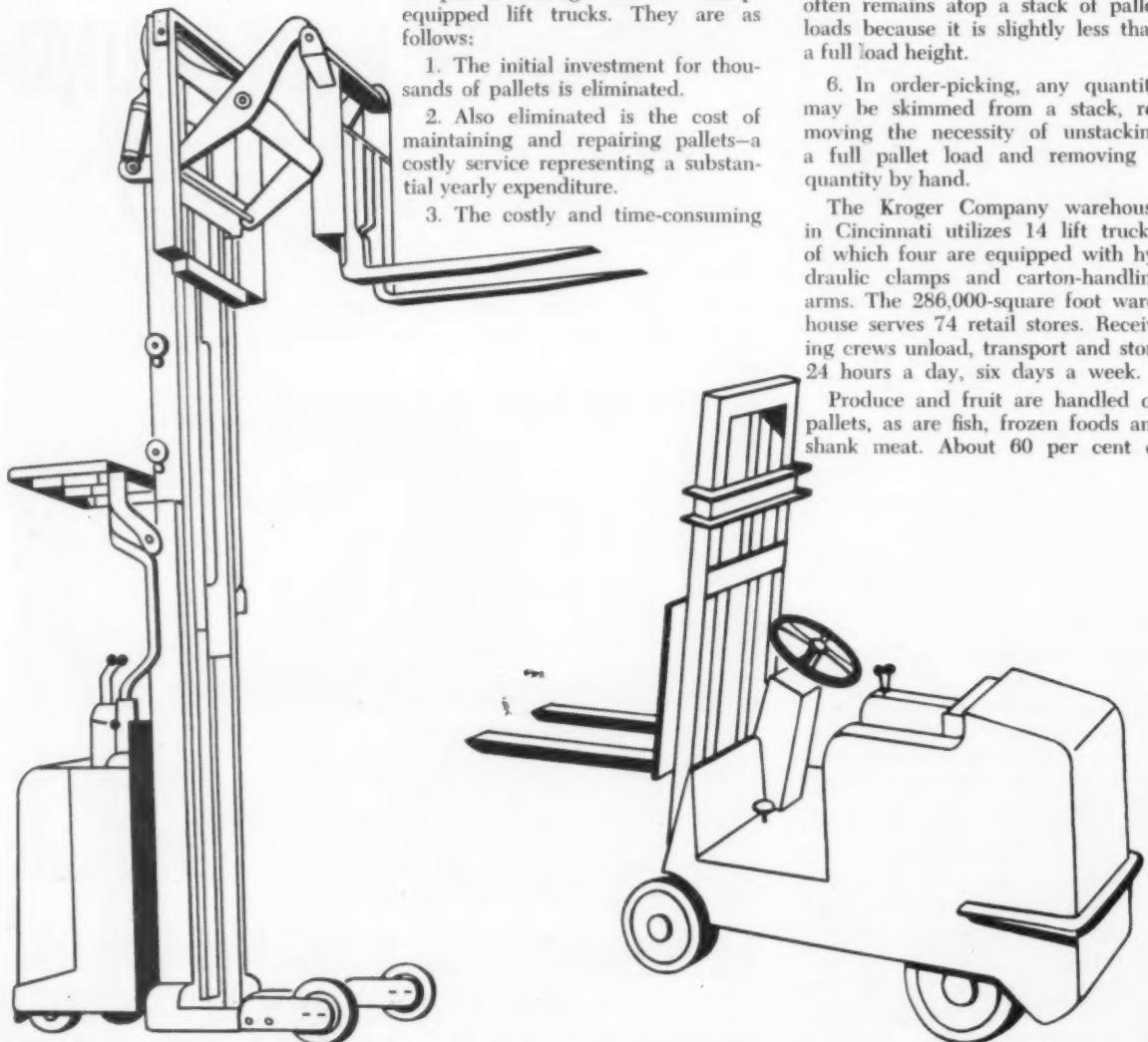
4. Areas formerly used for empty pallet storage can be put to productive use.

5. In many cases, load heights can be increased or partial loads added to stacks to take full advantage of available air space. Unused space often remains atop a stack of pallet loads because it is slightly less than a full load height.

6. In order-picking, any quantity may be skimmed from a stack, removing the necessity of unstacking a full pallet load and removing a quantity by hand.

The Kroger Company warehouse in Cincinnati utilizes 14 lift trucks, of which four are equipped with hydraulic clamps and carton-handling arms. The 286,000-square foot warehouse serves 74 retail stores. Receiving crews unload, transport and store 24 hours a day, six days a week.

Produce and fruit are handled on pallets, as are fish, frozen foods and shank meat. About 60 per cent of



handling lends new "zip" to warehousing at Kroger Company

grocery items are handled without pallets.

Items handled by clamp-equipped lift trucks include canned goods of all kinds, granulated soaps and detergents, liquid detergents, paper products, dry cereals, salt, shortening, canned milk, cigarettes, and matches.

Truck shipments, either palletized or unitized without pallets, are placed on warehouse trailers. Trains of these trailers are towed to storage areas by electric towing units. In the storage area, lift trucks pick up loads from the trailers and stack them in storage.

A picking line and surplus area are maintained for most popular items. The picking line is one load high, for convenient reach, and the surplus area is high stacked. Both clamp and fork trucks service the picking line from surplus stacks.

Lift truck reaches with ease to the top of a stack of groceries. The long-armed unit enables Kroger to utilize its warehouse "air space" to the fullest extent possible. Another feature: its LP-Gas power. Mechanized units have completely streamlined operations at Kroger's Cincinnati warehouse.

In order picking, all items are placed on warehouse trailers. When a large quantity of one item is required, a lift truck is called and loads are unstacked and placed on the trailers. Electric units haul trains of trailers to the dock.

Manufacturer of mh equipment used by Kroger: the Hyster Company.

Unloading operations at the Kroger Company facility are expedited through the use of mh units. Here, an incoming shipment—just unloaded from a truck—is whisked off to a storage area by a modern lift truck.





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CENTRAL MOTOR LINES - CHARLOTTE

CARGO CLAIMS REPORT - 1958

Shipments handled	876,030
Claims	4,745
Claim-free shipments	871,285
Percentage of claim-free shipments	99.5%
Net Claim Ratio76
(Industry average, 1958 - 1.09)	

State of North Carolina } 55
County of Mecklenburg

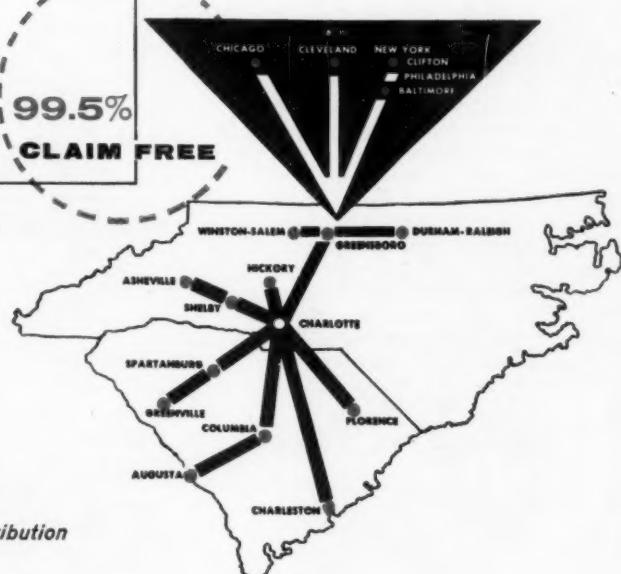
Jerry E. Reid, Director of Claims & Safety,
being first duly sworn, on oath states that he has
personal knowledge of, and is familiar with, the
information contained in the above statement and
that such information is true and correct to the
best of his knowledge, information, and belief.

Subscribed and sworn to before
me this 1st day of May, 1959.

Dell K. Bellomy
Notary Public

My Commission Expires October 7, 1959

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CHECK NO. 13 ON HELP-O-GRAM COUPON

December, 1960



MOTOR CARRIER DICTA



BY DAVID AXELROD

lease of equipment

The Commission instituted an investigation into the practices of certain individuals and motor carriers for the purpose of determining whether they were conducting operations without the requisite I.C.C. authority.

After a hearing it entered a cease and desist order, which was appealed to a Federal District Court.

The leasing arrangements involved two separate leases, one outbound and one inbound, for each round trip of a vehicle. The respondents alleged for-hire operations did not exist because the arrangement constituted no more than the renting by rental companies of equipment to shippers to accomplish transportation in private carriage of their property.

The Federal District Court stated that in order to constitute private transportation when equipment is supplied by a lessor, the shipper must have the exclusive right to direct and control the vehicle as well as the driver.

In the instant case, it noted that a so-called shippers' agent, representing many shippers, had control of the drivers. The Court therefore found that the shipper exercised little if any control of the vehicle or driver.

Since the drivers in the instant case were instructed to contact the leasing companies in case of trouble, and the leasing companies gave the drivers expense money to be used during the trip, the court concluded that there was no substantial evidence that the shipper did anything other than inform the so-called shippers' agent who represented many shippers of the need for transportation and the destination of the shipment. This, the court determined, was not private carriage but a for-hire operation, and it affirmed the Commission's order to cease and desist.



operating authority

An applicant sought authority to transport charcoal, wood chips and charcoal briquets between points in

certain states. One of the protesting motor carriers contended that its authority to haul forest products, including lumber and fence posts, included the commodities sought to be transported by applicant.

The Commission, however, ruled that authority to haul forest products does not include the right to transport charcoal and charcoal briquets. Therefore, finding a partial need for the proposed service, applicant was granted authority to haul only charcoal and charcoal briquets.

Another applicant sought authority to transport oil field equipment, machinery, and materials in interstate commerce. Various protesting carriers raised the issue of whether the word "oilfield" as used in the application modified the words "machinery" and "materials" or whether it just modified "equipment". The Commission ruled that it modified all three words and that therefore, if the application were granted, the applicant's authority would be limited to the transportation of equipment, machinery, and materials used in oilfield operations.



contract of common carrier

A partnership which had contracts with four shippers instituted a proceeding under Section 212 (c) of the Interstate Commerce Act to determine whether its permit to operate as a contract carrier should be converted to a certificate to operate as a common carrier. During the course of the hearing of the conversion application, evidence was adduced showing that applicant had conducted unauthorized operations in the

past, thus raising the issue of whether unauthorized operations or violations of certain I.C.C. regulations are to be construed as a bar to conversion under Section 212 (c).

The Commission concluded that Section 212 (c) does not impose a strict test of fitness upon a carrier as a condition to conversion. Nor does that Section compel it to deny a conversion application because of past unauthorized operations. Then, considering only those past operations lawfully conducted, the Commission found that the applicant's operations were those of a common carrier and it therefore authorized the conversion of authority.



taxes

The Attorney General of a state filed a petition with the Interstate Commerce Commission requesting that the Commission promulgate rules and regulations designed to aid states in enforcing their tax laws and in collecting taxes from motor carriers operating in interstate commerce.

The Commission denied the request on the ground that state officials have available conventional procedures and remedies which can be used to collect taxes from motor carriers operating in interstate commerce. Furthermore, the Commission noted that state officials can intervene in any proceeding involving a carrier and present such facts and arguments as may be relevant to the issues of the case.

To enable states to so intervene, the Commission has prescribed rules governing service of copies of application on state boards and governors, service of copies of complaints on state officials, and the publication in the Federal Register of notice of application proceedings. This, the Commission concluded, enables participation by interested persons, including state officials, in proceedings involving transfer, suspension or revocation of operating rights of motor carriers.

Late motor freight news? See *Via Motor Carrier* on page 31.

integrated transport taking giant strides ahead: Saunders

The highly developed countries are today moving rapidly in the direction of integrated transportation, contends William B. Saunders, transportation consultant.

Under this system the object is to make use of each form of transportation where it can do the best job. The development of containerization has made this concept a reality.

Mr. Saunders holds that the principles of integrated transportation and the applications of modern controls "can result in much more transport capacity per unit of expenditure than has heretofore been considered feasible."

"In opening up new areas, the possibility now exists for making gradual increases in transport supply as traffic warrants, rather than having to make a major fixed commitment before traffic has developed."

motor freight volume to double by '75, says Shields & Company

The trucking companies of the nation will in all likelihood double their present volume of business by 1975, according to a report on the motor carrier industry released recently by Shields & Company, a New York investment firm.

By conservative estimate this will mean that the trucking industry will transport goods 550 billion ton-miles in that year.

Also forecasted: an increasing number of mergers and acquisitions in the years ahead which should stimulate increased public financing activities.

"There is a widely held belief in the trucking industry, and in financial circles, that the economics of the industry and the high operating ratios of many of the smaller companies, are strong incentives for the establishment of larger units in the field," the report states.

matters, once he moves into the White House next January 20th.

A likely first step by Mr. Kennedy: the appointment of James M. Landis to a six-year term as chairman of the Civil Aeronautics Board. Mr. Landis is currently hard at work analyzing the ABCs of Federal regulatory agencies and is expected to issue a full report on them shortly.

Another move reportedly warmly endorsed by President-elect Kennedy: Congressional approval of a badly needed five-year airport aid bill.

outlook for St. Lawrence Seaway: slow development

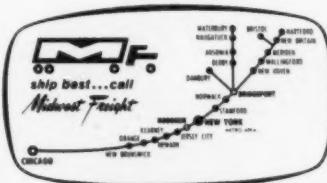
How's the St. Lawrence Seaway doing? The answer, according to experts: not as well as predicted before the waterway opened, yet not as badly as many critics believed. The Seaway, these experts hold, will continue to grow in importance as a transport artery. But its growth, while steady, will be relatively slow—due to underdeveloped port facilities and inadequate information on Seaway shipping.



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Then call MIDWEST—the motor carrier with YOU in mind on every shipment! Even the smallest LTL move gets careful attention and handling with MIDWEST. Daily, non-stop service between Chicago and New York City, New Jersey and Connecticut. Also fast, through-trailer service to both the West Coast and New England.

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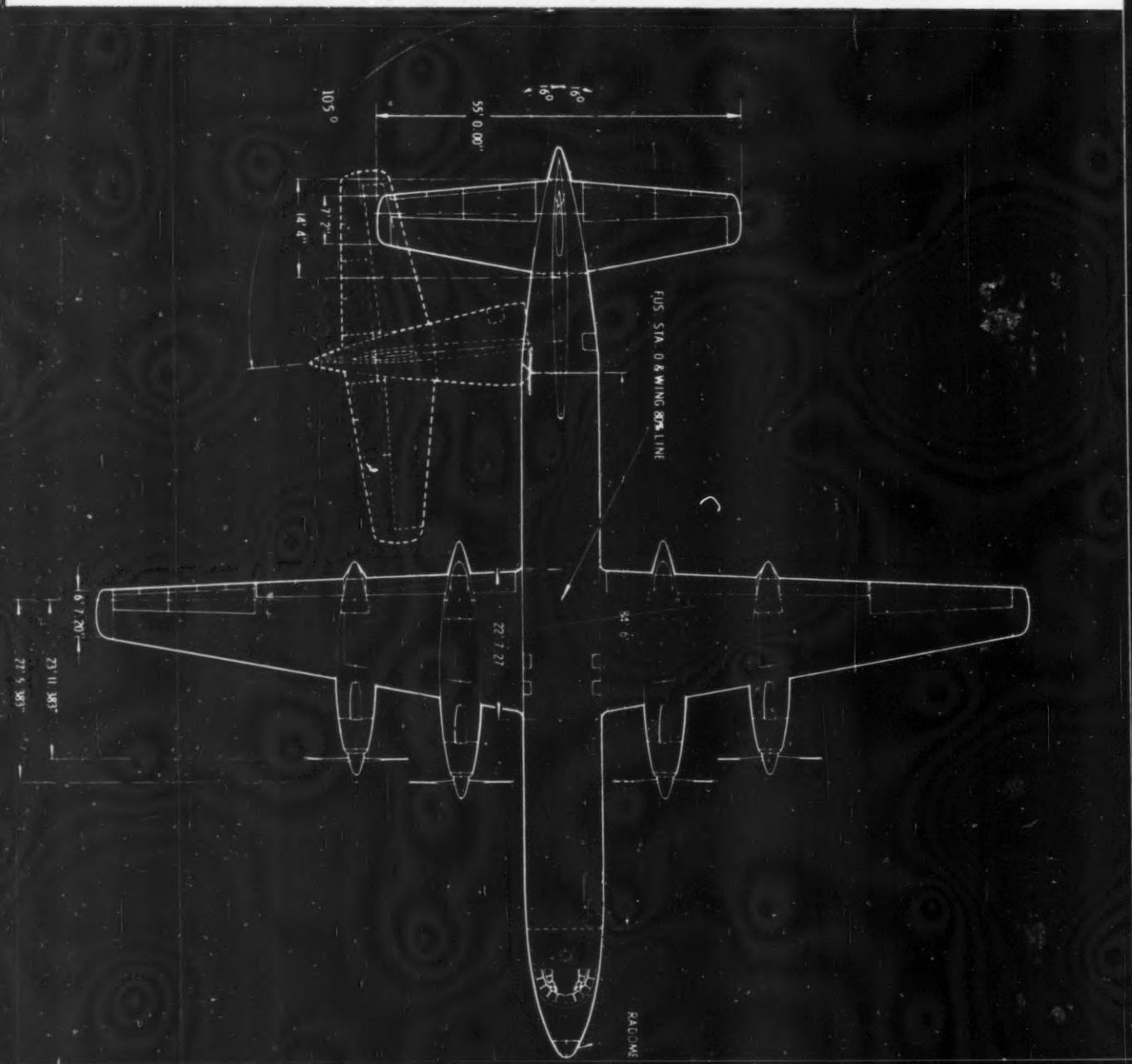
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**A Shipping Management -
National Hi-Way Shipper
SPECIAL REPORT**



Canadair's CL-44 may well pave the way for a revolution in air shipping.



Air cargo gets off the ground: A NEW LOOK AT SKY SHIPPING

The long-awaited break-through in sky cargo is no longer a dream. It is here today—NOW!

Recent new developments in air freight have been coming so thick and fast, however, that many TMs are confused as to what is happening in the field; where sky freight is heading; and what these new trends and developments mean to them.

Solution? A superb analysis of the basics of air freight made recently by Robert W. Prescott, President of the all-cargo Flying Tiger Line. It is well worth a careful reading by every traffic manager, whether or not he is presently utilizing air freight to any appreciable degree.

Air freight is the attempt, by the total application of all the lift capability of aircraft, devoted to moving goods from one place to another at the lowest possible cost, without any compromise for passenger traffic comforts.

This represents a big switch from former concepts of air freight. Not too long ago, it appeared to us that the definition of airfreight by the combination carriers was a high priced, low volume package business that would fill up the unused space in the baggage compartments of the passenger aircraft.

Note that the word "attempt" is used in defining sky cargo. This attempt has to be made by more than just the carrier itself. It must, of course, start with the manufacturers, both of the airframe and the engines. The shipper must do his part, both in revised packaging methods to eliminate unnecessary weight and bulk in his shipments and in being sure he is giving credit where credit belongs in his total distribution costs.

The carrier for its part, has a myriad of obligations in this attempt.

The job of building this weight-lifting industry starts with the manufacture of the power plants. The break-through has started with the refinement of the turbine engines. Now that we can get two and more horsepower per pound out of these power plants, and save the rest of the weight for cargo, we are on our way.

taking a chance on air cargo

The next big task was to persuade the airframe manufacturer to take a chance on the cargo market. He had to be convinced to spend the necessary engineering money to develop an airframe to go with the power plant. This has not been easy, and understandably so. For a manufacturer to miss his guess, or more properly, our guess, on the potentials of air-freight can invite a penalty of many tens of millions of dollars.

Air cargo's hat is off to Canadair, for the bold steps it has taken. Canadair may yet be a little doubtful on the outcome. But we have every confidence that time will prove them

right, once air carriers get their hands on the CL-44.

Having the plane and the power plant, the next big job is to devise a system which will take the greatest advantage of the machine. This problem is divided into three parts: (1) a proper ground-handling and loading system, (2) a proper tariff, and (3) selling the market.

It's not necessary to detail the vastly important effect of high utilization on costs on these planes, at five million dollars a copy. Fixed costs on the CL-44—made up of depreciation, insurance, and interest—amount to about \$2500 per day.

Carriers using the CL-44 eventually hope to operate this plane at a rate of 15 or 16 hours per day. The difference in fixed costs between 8 hours and 16 hours' utilization on this plane is \$162 an hour. This is equal to \$972,000 per year on each airplane. So high utilization is worth shooting for.

To get it, a loading system that is completely revolutionary is needed. Where it takes four hours to turn a Constellation around with a 40,000 pound payload, the plan is to turn a CL-44 in less than 45 minutes.

Raytheon's Unimarket System employs air cargo on a vast scale.



Canadair, with some help from us, has devised a system that will do it. It consists of pre-loaded, flexible pallets with intricate loading and handling tables.

It is our purpose eventually to have all of our cargo terminals automated to the greatest extent possible. We have our first one under construction in Chicago. Since these cost more than 1 million dollars each, we will wait to see what mistakes we make on the first one before proceeding throughout the system.

In addition to time, costs of ground handling have been a large obstacle in our battle to get down to the minimum. This pre-palletizing system will save several handlings of the merchandise. We expect at least a 30% reduction in labor costs on this phase.

needed: a solid tariff structure

Key to the future of airfreight is a proper tariff structure. It will set both the volume and profitability of operations.

We are finding out that it makes no sense to charge the same price for everything carried, disregarding the factors of bulk; ease of handling; damage costs; and many other important items that should go into proper tariff construction. By our present method, we fail to charge enough for many goods we carry. Conversely, we charge too much for others. Result? Lost traffic.

For two years we have been engaged in a broad extensive research program looking for methods to establish more scientific standards for rate making. We are abandoning the present group classifications in the

existing tariff. These group classifications bear broad general terms and are subject to many infirmities.

For instance, one of our classifications is *Auto Parts*. An *Auto Part* can be anything from a fender or a door panel to an axle or any other of the hundreds of items that go into making an automobile. But it is obvious that a fender, for example, is bulkier; more difficult to handle; and more subject to damage than a commodity such as an axle of high density and compact in shape.

In addition, if fenders are nested, they obviously become an easier and less bulky package than if you have a whole bunch of fenders handled separately. So our new tariff will not only provide rates that are lower for axles than for fenders, but will also provide lower rates for nested fenders than for individual ones.

This new tariff structure we are adopting will provide for a range of rates for various commodities and volumes down to levels which will be well below the present rate structure. New definitions will separate commodities now loosely grouped together, bearing the same rate and bearing inequitably upon shippers. And appropriate rates for each commodity will be assessed.

All commodities defined in this new tariff will be given a density rating in accordance with the average density per cubic foot of each commodity. A rating of 5, for example, will be given to commodities of density in excess of 20 pounds per cubic foot. This is scaled down to a point where a rating of 1 will be given to those commodities whose density is 4 to 5 pounds per cubic foot.

Thus, unless a specific rate is pro-

vided for any commodity, that commodity will automatically take the rate for the density, as just described. However, as experience has and will dictate, many commodities will require specific rates to give weight to factors in addition to that of density. These factors include: perishability; shape; stowability; extra handling costs; volume; and other values.

In such cases specific rates will be filed which will take precedence over density rates. These specific rates may be higher or lower than density rates.

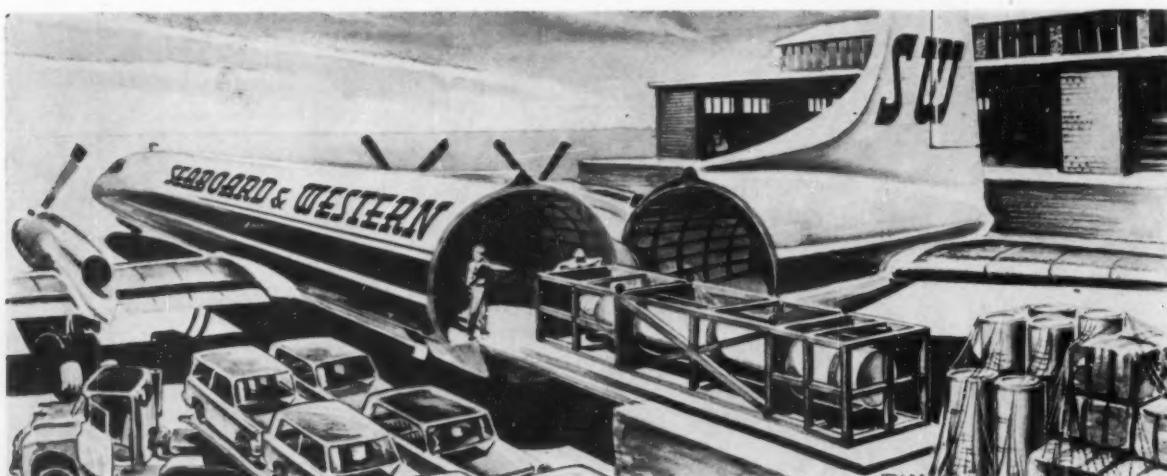
proper payment for space

Objective: to make light commodities, which will make the aircraft "bulk out" before it "grosses out", pay for the space they occupy and the weight lift potential they displace. Also: to accord to heavy commodities a rate in keeping with the space they occupy and the contribution they make of space for light commodities to occupy without causing this "bulk out" condition. End result: all commodities are assessed charges which are equitable in the light of their shipping characteristics.

In addition to this reevaluation of rates and charges, a schedule of flights for the CL-44 to service our routes was projected. The cost, including profit, per mile of the flying entailed is ascertained as is the total cost of a flight between any two points. Since the maximum payload and available cubic feet are likewise determinable, the cost per cubic foot and the cost per available ton mile was then ascertained for each density rating weight level.

Upon determination of the desired rate per available cubic foot and for

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Modern, efficient cargo facilities—like Newark Airport's—are vitally needed.

density rate levels, tariff rates can be computed to achieve the desired results. Having determined the basic cost factors which indicate the yields which had to be recovered for various commodities, certain basic assumptions had to be made upon which to base the tariff rate structure.

To set the scale for rates for other density ratings certain judgment factors must be invoked. Good business judgment dictates that a rate be set for the lowest priced density rating at no less than the minimum average ton mile return to be obtained, taking into account there will be specific rates for some commodities, to build volume which will be substantially below the average yield.

average yield: 13¢ per ton mile

For our purposes we assumed an average yield of 13¢ per ton mile. This rate applied to density rating 5 will attain the desired rate per cubic foot of available space. With rates for basic freight thus pegged at 13¢ per ton-mile or more, there is room for lower specific rates. These, however, should not go below recovery of direct operating costs to build required volumes without diluting the over-all yield below the desired minimum.

Rates per ton mile were thus established for the broad range of products subject to adjustment by specific rates. Working back from

these, the rate per 100 pounds was computed; from this the rate per pound for less than 100 pounds; and the rates for volume breaks, where such are indicated as being desirable, were provided.

With a cost control thus set up, specific rates can be readily determined for commodities to correct directional imbalances and to build up traffic on weak segments of the route structure. Specific rates can be determined which will accomplish the desired results while still being set at economically justified levels and to avoid below cost operations. When the existing traffic at existing rates is plotted over our new scale of tariffs it is found that:

- (A) the new tariffs are close to existing rates for comparable existing traffic, except for density adjustments.
- (B) the average yield per ton mile for the mix of existing traffic with the new low rated traffic is not diluted by any substantial amount.

Specific rates for new commodities and for large volumes now moving by air will lower the average yield for over-all larger volumes of traffic. Thus, we believe we achieve the optimum of maintaining a relative price structure for existing traffic while providing lower rates for new volumes of traffic.

We believe that our new tariff, being geared to the costs of modern turbine powered equipment, will present soundly conceived rates upon equitable principles for all shippers

and will result in an over-all lower rate structure, preserving in large measure the general rate level for existing traffic.

Third, but certainly not least of the carriers' responsibilities, is selling this package to the shipping public.

One of the most important ingredients in the growth of airfreight sales in the future is the realization on the part of many manufacturers as to how airfreight can reduce their total distribution costs.

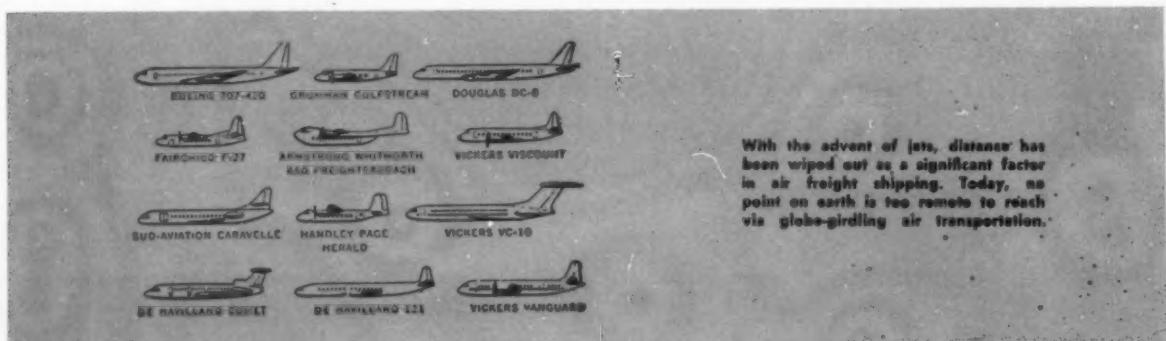
describing distribution costs

Many terms have been bandied about to describe this cost of total distribution. Examples: landed costs; logistics; and other words and phrases of the management of material flows in the distribution channel. To avoid the stigmas and diverse impressions attached to such terms, a new word, broad enough to encompass all the areas of business activity—yet precise to the point of being exclusive in connotation—has been developed.

The term: *Rhocrematics*. Purpose: adequately describing the area of costs involved in total distribution, first introduced by Professor Brewer of Washington University in May, 1960.

Rhocrematics stems from the Greek word "Rhoe", meaning a flow as a river or stream; "Chrema", meaning

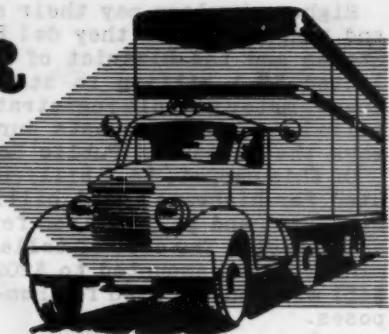
(continued on page 35)



With the advent of jets, distance has been wiped out as a significant factor in air freight shipping. Today, no point on earth is too remote to reach via globe-girdling air transportation.

"...and just holds additional one short?"

VIA MOTOR CARRIER



Future growth of our population and economy will place a "tremendous burden" on transportation. And a larger and larger share will be borne by trucks.

Speaking before a recent meeting of the West Virginia Motor Truck Association, Welby M. Frantz, chairman of the board of the American Trucking Associations, said the truck share of the nation's freight will increase because "trucks are completely responsive" to the needs of the expanding economy.

He pointed out that trucks have a built-in advantage of flexibility coupled with speed. "We can go anywhere at any time," he said.

Mr. Frantz added, however, that the future of the independent trucking industry was shadowed by the "menace of the railroad efforts to gain unrestricted entry into truck transportation. Present law restricts the railroads to operating truck service as auxiliary or supplemental to their rail service.

"The rails recognize acutely and after years of blindness that railroad service, purely as such, is no longer responsive to the needs of an expanding economy", the trucking leader pointed out.

Mr. Frantz said the trucking industry has long offered to extend its advantages of flexibility to other modes of transport and pointed to joint arrangements existing with airlines, bargelines and pipelines.

"They admit they need us to extend their flexibility and they don't show any signs of feeling they have to take us over. The railroads want the advantages of our serv-

ice but they insist on having it on their own terms," he warns. "Generally speaking, they won't play until they can own and operate trucks without restriction, on any scale they choose."

Opened recently by Gordons Transports, Incorporated: a spanking new, ultra-modern motor freight terminal in strategic St. Louis. Address: 7337 Hall Street. Objective: to speed the flow of shipments hauled to and from the area by the carrier.

Constructed at a cost of \$300,000, the facility stands on a 5-1/2-acre tract of land and features a 48-door dock. According to M. M. Gordon, Gordons Transports' president, the 80' x 240' terminal is geared to handle 30 million pounds of freight per month.

Other facility features: a separate service and maintenance building, designed to keep Gordons Transports' highway equipment in A-1 condition; plenty of office space; and sleeping facilities for 32 drivers.

Underscoring the carrier's determination to provide its customers with the safest, most efficient, and speediest highway service available, the St. Louis unit is the latest to be added to a string of superb facilities from the Great Lakes to the Gulf of Mexico.

Location of Gordons Transports other major terminals: Birmingham, Mobile, and Decatur, Alabama; Atlanta; Chicago; Jackson, Hattiesburg, and Vicksburg, Mississippi; Baton Rouge and New Orleans; and Memphis. The carrier's GHQ is located in Memphis.



Highway haulers pay their share of fees and taxes? You bet they do! Proof? The 50 States and the District of Columbia collected \$5.1 billion in state motor fuel taxes, motor vehicle registration fees, and allied road-user imposts during 1959. So says the Bureau of Public Roads.

Of this amount, \$4.4 billion was distributed for highways; \$3.1 billion for state highways; and \$1.3 billion for local roads and streets. The cost of collection and administration amounted to \$202 million and \$451 million was used for non-highway purposes.

Dependability-plus and a drastic reduction in shipment loss-time, due to highway equipment malfunction! Ringsby Truck Lines, Incorporated, has achieved both—thanks to a unique and highly effective Outbound Inspection plan.

Says William E. Adcock, the carrier's maintenance and inventory vice president: "Both trucks and trailers, under fully loaded conditions, undergo a complete Ringsby Outbound Inspection before the driver ever sets foot in the cab. The end result is that driver and shipment loss-time in transit, due to equipment failure, has been reduced substantially. Meaning to shippers? Added protection for goods moving over-the-highway via Ringsby."

Stemming from a suggestion made by a Colorado ICC official, the inspection program has been put to the test by Ringsby for nearly two years. Originally undertaken on a trial basis, it has proven to be so effective that the carrier has now adopted it as standard procedure.

ABCs of the plan? An inspection is made after a trailer is loaded and a truck and trailer joined.

"Purpose of inspecting a road-ready rig is to have all power and equipment operating as it would on the highway," Mr. Adcock explains. "In this fashion, any equipment or mechanical malfunctions are quickly detected."

Outbound inspection of truck-trailer units requires only about 30 minutes to complete. In spite of the short time required, a total of 43 separate trouble sources are investigated—25 on the tractor and 18 on the trailer.

Key "trouble spots" checked: lights; windshield wipers; fuel system; wiring; air or vacuum loss; tractor protection valve; brake tubing; brake warning device; hoses; speedometer; and parking brakes.

Concludes Vice President Adcock: "It is impossible to assign accurate dollar, equipment, or manpower savings resulting from this type of systematic check. All I can say to justify the expenditure of time on the inspections is that if we find one defect in 20 inspections, it could save a driver, shipper, or Ringsby anywhere from a few minutes time to thousands of dollars in equipment investment. It could save the life of a Ringsby driver."

"These are intangibles which just can't be measured in dollars and cents."

The Interstate Commerce Commission has authorized Ryder System, Inc. to complete its largest carrier acquisition to date, the purchase of Southern Plaza Express, Inc. of Dallas.

The acquisition, pending before the ICC since 1958, will extend the operations of the Miami-based trucking and leasing company's common carrier division into six additional states in the midwest and southwest. Southern Plaza's 1,000 vehicles haul general commodities over 7,690 route miles. States: Texas; Oklahoma; Arkansas; Tennessee; Louisiana; Missouri; Kansas; Indiana; and Illinois.

"We believe this acquisition will be immensely beneficial to both companies," says E. W. Wright, vice president in charge of Ryder's common carrier operations. It will give Southern Plaza the benefit of association with a large and efficient organization. It will give Ryder Truck Lines access to some of the major manufacturing centers of the Midwest and Southwest."

With the addition of Southern Plaza, Ryder Truck Lines will serve 21,214 route miles from 86 terminal points in 16 states. Another Ryder subsidiary, Ryder Tank Line, Inc., hauls liquid cargoes in 26 states.

Southern Plaza has terminals in Chicago; St. Louis; Kansas City; New Orleans; Oklahoma City; Tulsa; Miami, Oklahoma; Memphis; Dallas; Fort Worth; Austin; Houston; Waco; El Paso; San Antonio; and Tyler, Texas, plus stations in 10 other cities.

Its routes connect with Ryder Truck Lines' at Houston, Memphis, and New Orleans.

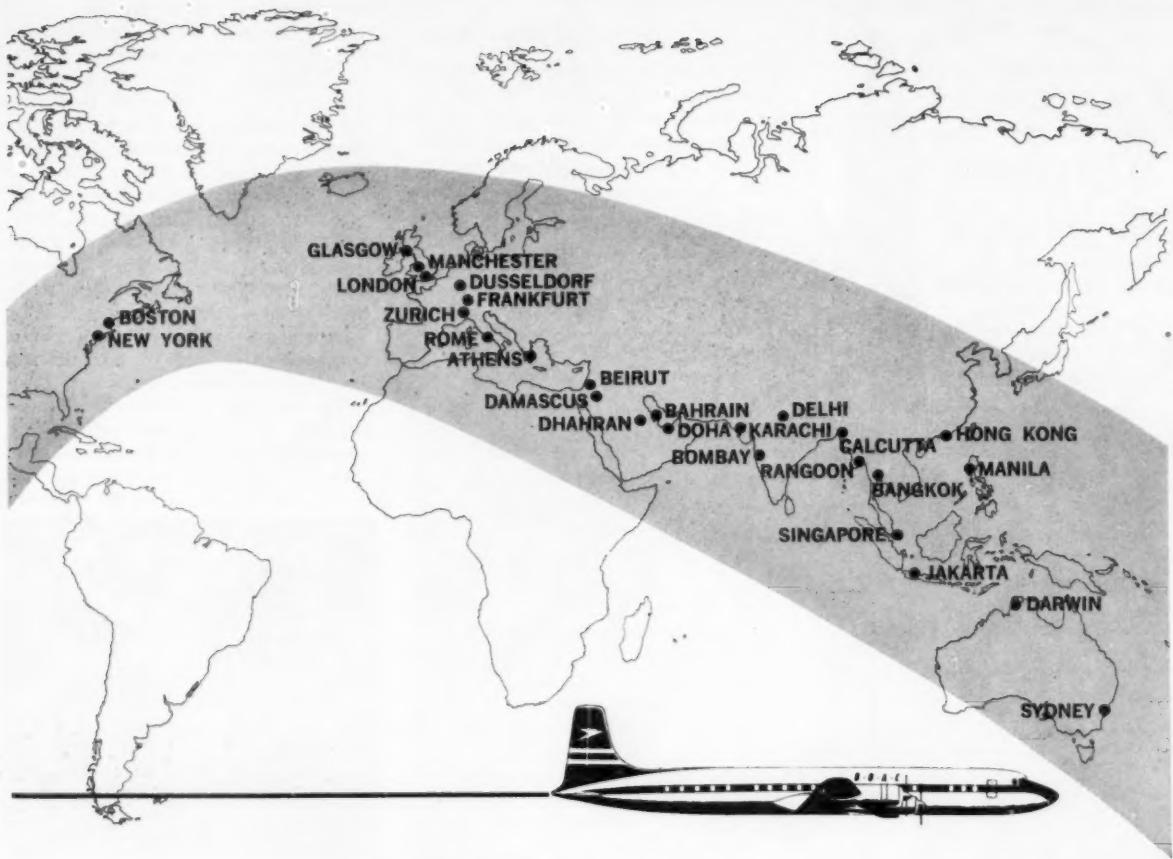
The 13th Annual Meeting of The Operations Council, American Trucking Associations, will be held April 30-May 3, 1961 at the Atlanta Biltmore Hotel, Atlanta, Ga. Scheduled topics: Cargo Containers: Selecting the Best Truck-Trailer Equipment; and Maintenance and Services.

The meeting will also include an exhibit of freight handling equipment; truck equipment and accessories; and other related equipment or services.

Already a transport giant, motor freight has an even brighter future to which it may look forward. So says Frank C. Rathje, Jr., second VP of the Continental Illinois National Bank and Trust Company.

Declares Mr. Rathje: "If the management characteristics of the past 15 years . . . prevail . . . the outlook for the trucking industry is rosy indeed."

Mr. Rathje's belief stems from a close analysis of highway carriers, both in Class I and Class II.



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Wiley BOOKS

INDUSTRIAL PACKAGING

By Walter F. Friedman, *Dasol Corporation*, and Jerome J. Kippnes, *Atlantic Gummed Paper Corporation*.

This book offers a concise and objective treatment of the preparation and protection of merchandise for shipment and distribution. Packaging materials, equipment, and methods are thoroughly discussed, with the emphasis on teaching the reader how to obtain adequate product protection at minimum cost. The latest equipment and methods are stressed and the book includes new, original, and unpublished ideas, analyses, and data. The authors provide an economic analysis of the packaging field, organize and define basic principles applicable to all packaging industries, and offer a sound, integrated approach to practical business problems. 1960.

536 pages. Illus. \$11.50.

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Air Cargo

(Continued from page 30)

ing products, materials, or things; and the abstract ending "ics" for any of the sciences. The word covers the description of the processes reviewed in the scientific approach to the management of materiel flows and was created by Profs. Grummel and Stokes of the Department of Classics, University of Washington.

The broader unifying term, *Rhocrematics*, embraces all the areas of materials management and physical distribution. The elements included are purchasing; traffic; production; planning; inventory control; and other business functions.

Large companies like General Electric; Westinghouse; Sylvania; DuPont; Radio Corporation of America; Raytheon; and American Optical are spending substantial sums of money in exploring the area of distribution within their firms. Using the *Rhocrematics* approach, firms are finding that—through the use of air freight—they can eliminate much costly warehousing and handling. More important, they are coming to recognize that they can radically reduce their working capital requirements. How? By avoiding the necessity of maintaining large inventories both in the warehouses and in long surface pipelines.

For example, The Raytheon Company of Westwood (Mass.), operating under *The Unimarket System*, discovered the following: "Warehouse inventories tied up \$2.0 million of operating capital, but contained only about 60% of the product items."

distribution via air freight

Through the use of air freight distribution—in conjunction with American Airlines—and high speed order cycle processing, Raytheon eliminated warehouses, saving \$160,000 per year in fixed costs; \$177,000 in warehouse operating costs; \$100,000 of inventory financing costs; and \$48,000 on property taxes. (See the full scale analysis of the Raytheon operation in the June, 1960, issue of *Shipping Management-National Hi-Way Shipper*.) Moreover, the Raytheon Company notes a volume building improvement in service and a greatly strengthened competitive sales position.

The American Optical Company, meanwhile, one of the world's largest manufacturers of optical goods and a pioneer of the use of airfreight distribution through the *Rhocrematics* approach, has effected equally as interesting a savings result in the

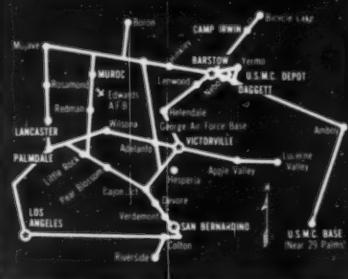
distribution flow within the last several years.

Initial studies on its part indicate that, on the West Coast alone, the firm maintained in excess of \$2.5 million of inventory and that airfreight distribution would enable them to reduce inventories by \$1.25 million or 50%.

Using the low figure of 4% as the cost of financing, savings of \$1.25 million in inventories indicated an annual savings of \$50,000 in this area alone. Additional manpower savings turned out to be another \$16,000. This did not include other plus factors such as savings on taxes, insurance and communications.

The savings on reduced inventory alone were more than sufficient to offset increased transportation costs and still return an annual net profit of \$27,000 based upon air distribu-

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Shipping Management — National Hi-Way Shipper

tion rather than surface as determined through *Rhochromatic* study.

Studies also determined that branch warehouse inventory carrying charges represented 17% of total sales. Air transportation charges averaged only about 5% of sales which pointed up further optimum savings equivalent to 12% of sales.

At American Optical's initial transition from surface to airfreight distribution, however, these latter factors of savings were not needed to effect the management decision. The savings on inventory alone as outlined in its *Rhocrematics* studies were in themselves sufficiently compelling.

Industry is finding that the factor of obsolescence, due only in part to possible perishability, is greatly affected by the pressure of multi-product line characteristics with shapes, sizes, color packaging and grade competition. This latter factor requires the manufacturers to produce more items in less volume, consequently greatly adding to the distribution cost in both higher unit storage and handling. This one area alone has been adjudged to run from 1% to about 5% of inventory value.

product-marketing costs

Industry today has become very learned concerning production and marketing costs and has made tremendous studies in the reduction of costs in these two fields. It is now that industry is turning to the one remaining area of cost savings, which is that of effecting savings in the distribution channels.

Thus we see a change from the direct supervision of the many inter-related but independently operated functions—to the study and supervision of the parts as they relate to the whole.

Rhocrematics reviews have pointed up one other important companion feature of the use of air freight in the distribution pattern. That feature? The use of air freight as a marketing tool.

Considerations of volume and overall profit formula can be used to determine what contribution to profit on new sales are attributed to faster market deliveries. Studies of this type involve projections of increased sales potential provided customers could receive orders in one to three days in far distant markets as compared to 8 to 12 days.

Continued research in cooperation with various industries along the lines indicated will be our main sales tool.

W. B. Frantz calls for end to transport "Cold War"

"Let's end the 'Cold War' in transportation." This is the plea of Welby M. Frantz, Chairman of the Board, American Trucking Associations.

Declared Mr. Frantz, in an address to the Inland Empire Waterways Association: "No one familiar with the history of transportation in this country can entertain any doubt whatsoever as to the nature of the com-

petitive situation between carriers nor fail to believe that, in some respects, it has gone far beyond the sound purpose of competition, in which we all believe."

Mr. Frantz emphasized: "The rate structure, instead of being utilized to provide adequate revenue for service performed, has instead become a weapon with which to attack the solvency of a competitor."



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**new
products
Dec., 1960**

portable elevator

Handling drums and barrels a king-sized headache at your company? A light-weight portable elevator (trade name: *Blue Boy*) developed recently by the Revolvator Company may be just what you've been looking for.

Capable of handling loads ranging from 500 to 2,500-pounds, the component is equipped with standard forks; optional, interchangeable plate; and a barrel grab and dumping device. Result? Tip-top flexibility, ideal for the handling of drums in a horizontal or vertical position.

Drums may be cradled in or placed across the unit's forks for placing or rolling on the loading rack. In dumping operations, meanwhile, drums are clamped in the dumper; raised; and hand-wheel rotated to the desired angle, at any height up to 48". The mechanical grab clips barrels when pushed against them and will tier drums two high with minimum effort.

The Revolvator Company, North Bergen, New Jersey.

(Check 74 on Help-O-Gram)

**ATTENTION...
TRAFFIC and
MOTOR TRANSPORT
EXECUTIVES!**



MAJOR A. RIDDLE, for many years a prominent truck lines owner and executive, now owner and general manager of . . .

**the Beautiful
DUNES HOTEL & CASINO
LAS VEGAS, NEVADA**

INVITES YOU TO write, wire or phone for reservations. He will always give your calls or messages TOP PRIORITY "Every Motor Transport Executive will get PERSONAL ATTENTION and RED CARPET TREATMENT all the way!" says the "Major".



Las Vegas habitues know that the NEW DUNES can't be surpassed for spacious, elegant, luxurious accommodations and the DUNES entertainment is the most daring and exciting on the strip.



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LAS VEGAS

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HOTEL AND CASINO

automatic door operator

Now being marketed by the Alliance Manufacturing Company: *The Genie*, a new automatic door operator. Self-contained, *The Genie* may be operated by remote control radio; a button system; or in a conventional manner. It will unlock and open or lock and close any type of door.

According to the manufacturer, "The installation of a *Genie* automatic door operator greatly increases the efficiency of any operation, not only by opening and closing doors swiftly and smoothly, but by permitting employees to go about their work without interruption."

The Alliance Manufacturing Company, Alliance, Ohio.

(Check 75 on Help-O-Gram)

improved copying machine

An improved *Thermo-Fax* office copying machine has been unveiled by the Minnesota Mining and Manufacturing Company. Outstanding feature: its *Copyrol* dial.

Reports 34: "Copies are made with confidence, even by inexperienced operators, by merely setting a paper guide opposite a red ball, which moves as the machine is used. Proper setting for any type of *Thermo-Fax* copy paper used is maintained by turning the dial to keep the indicator lined up opposite the red ball."

Also announced by the manufacturer: an all-white gummed label paper, which enables either 33 or 42 gummed and perforated mailing labels to be made in four seconds, by running them through any *Thermo-Fax* unit.

The Minnesota Mining and Manufacturing Company, 900 Bush Avenue, St. Paul 6, Minnesota.

(Check 76 on Help-O-Gram)

open shelf filing units

Target: boosted filing efficiency, reduced clerical costs. The Republic Steel Corporation's answer: steel open shelf filing components.

"Open filing," Republic stresses, "can increase the filing capacity of an active file room by as much as 75%, when the proper equipment is used." Republic believes it has developed that equipment. It is currently marketing two types of filing units—*Letter* and *Legal*.

Letter components have a 12" base and 9" deep shelves, adjustable on 1" centers. Shelves are slotted on 1" centers for use with adjustable dividers. All told, the letter size unit is 36" wide x 90" high.

Legal units, meanwhile, have a 15" base and 12" deep shelves, adjustable on 1" centers. Standard width and height are identical to *Letter* components. Shelves hook onto end posts and may be removed without tools.

Republic Steel Corporation, 1088 Belden Avenue, North East, Canton 5, Ohio.

(Check 77 on Help-O-Gram)

Truck transportation industry today employ 7.3 million people. Of these some 6,565,000 work directly for motor freight lines. Motor truck registrations last year pushed past the 11,700,000 mark, a new high.

Want further information on new products and services available to shippers? See Page 38.

fast, economical, coordinated air-truck service launched by sky cargo carrier, motor freight line

Truck-air freight teamwork continues to grow! Latest example: an agreement signed recently by the Bor-Air Freight Company of New York and the Hemingway Brothers Interstate Trucking Company of New Bedford, Massachusetts.

Object of the arrangement: "to create a closely coordinated transport system, linking Boston, North

Andover, New Bedford, and Auburn (Mass.) with every city in the U. S. through Bor-Air's net of 237 airport cities. Also linked to this network by the Hemingway-Bor Air setup: Providence, Rhode Island.

Rates reportedly are new and substantially lower than those offered by similar systems; transport, speedy and safe.

As a double check... ship WILSON

✓ SAFE HANDLING
✓ DEPENDABLE SERVICE

Map details:
 - Cities marked: CHICAGO, KANSAS CITY, ST. LOUIS, CLARKSVILLE, NASHVILLE, CHATTANOOGA, ATLANTA, ATHENS, WINDER, ELBERTON, GREENVILLE, HARTWELL, GA., MONROE, GA., AUGUSTA, WASHINGTON, GA., CHARLESTON.
 - Routes: Chicago to St. Louis, St. Louis to Clarksville, Clarksville to Nashville, Nashville to Chattanooga, Chattanooga to Atlanta, Atlanta to various Georgia cities.
 - Text: "Wilson offers the most modern equipment to handle your shipping needs... over 800 units of trailers, tractors and trucks. Forty trailers are insulated and others are further designed to solve your transportation problems. When you 'double check' Wilson, you are fully protected with insurance against public liability and property damage and your cargo is insured up to one million dollars."
 - Call the Wilson office nearest you. They are listed below for ready reference.

Atlanta	Trinity 5-4881	Hartwell, Ga.	Franklin 6-2831
Athens	Liberty 8-3825	Kansas City	Harrison 1-0301
Augusta	Park 4-6558	Monroe, Ga.	6261
Charleston	Myers 2-2658	NASHVILLE	Alpine 4-8641
Chattanooga	McAllister 9-3293	Rome, Ga.	3728
Chicago	Culliford 4-6730	St. Louis	GARFIELD 1-0441
Clarksville	Midway 7-3641	Washington, Ga.	4785
Elberton, Ga.	898	Winder, Ga.	3911
Gainesville, Ga.	Cedar 2-3600		

General Office 176 LAFAYETTE ST. NASHVILLE, TENN.

WILSON TRUCK COMPANY, INC.

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HELPS for better shipping

TL & LTL SERVICE at its finest. Shipping experts in 41 key cities, ready to expedite the hauling of your freight. Details? Check 1.

GREAT LAKES-TO-THE-GULF highway shipments get the royal treatment with this truck line. Check 2.

WIREBOUNDS pack right, handle right, stack right, and ship right. Free booklets available from this association tell you why. Check 3.

COAST-TO-COAST truck transportation. Ultra-modern terminals, tip-top equipment, super-efficient procedures. Facts? Check 4.

DAY-BY-DAY SCHEDULED HIGHWAY SERVICE to cities in 35 states. Super-effective hauling, handling, and processing. Check 5.

NATIONWIDE MOTOR FREIGHT SERVICE, with 160 terminals, linking major markets in 32 states. More information? Check 6.

GET YOUR AIR FREIGHT to Europe, the Middle East and Africa faster with this line. Daily flights and automatic bookings. Check 7.

SMALL SHIPMENTS GET BIG SERVICE when you turn them over to this leading trucking company. Find out what it can do for you. Check 8.

MODERN COMMUNICATIONS speed your motor freight, keep tabs on your shipment every second it's in transit. Data? Check 9.

UP-TO-THE-MINUTE facilities, equipment, and procedures make this truck line one of the best in the business. 10.

SAFETY WHEEL BLOCKS may be the answer to your accident problems. Check 11 and find out.

COMBINE THE STRENGTH OF STEEL and the light weight and resilience of wood . . . for superstrong wire-bound boxes. Check 12.

95% OF ALL SHIPMENTS—ON TIME! That's the record racked up by this outstanding truck line. Get the facts. Check 13.

SMOOTH, EFFICIENT, ECONOMICAL highway transportation. Geared to meet the needs of the modern shipper. Check 14.

THE TRAFFIC MAN'S LINE. Fast, safe, dependable highway service. Who could ask for more? Check 15.

AIR CARGO PROBLEM? Let this carrier haul your shipment. Its specialty? Know-how-plus. Details? Check 16.

PACKAGING PROBLEMS? You'll find the answers in this tip-top new guide to better, more effective packaging. Check 17 for details.

MARKING PROBLEMS VANISH when you use this top-notch ink marker. Want a free sample? Check 18.

FIRST IN MICHIGAN, A LEADER IN THE U.S. This motor carrier will haul your goods speedily, dependably, and safely. Just check 19 for more details.

DIRECT, DEPENDABLE, FAST. Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Check 20.

TOLLWAY vehicles move faster, smoother, and more effectively. No delays, vital fuel savings, slashed in transit damage. Check 21.

SAFE HANDLING, dependable service are yours when you ship via this tip-ton motor freight carrier. Interested? Check 22.

AUTOMATIC STENCILING HACKS SHIPPING COSTS. Find out how you can lift your efficiency. Check 23.

LET ONE PICKUP OR DELIVERY do the job. Connecting line on LTL & TL shipments, to all states. You can't miss with this highway carrier. Check 24.

PACKAGING WIRE to meet every need—and meet it better, more economically, and more efficiently. Check 25.

TIP-TOP HIGHWAY shipping is yours with this motor carrier. Check 26 for more information.

AUTOMATIC TACKERS can save you money, save you time. 36 models and 80 staple sizes from which to choose. 27.

FASTEST FREIGHT FORWARDING from coast-to-coast. Sixty years of know-how in hauling and handling any shipment. Sound terrific? Check 28.

CUSTOMIZED MOTOR FREIGHT. Daily service linking 30,000 key U.S. industrial and commercial markets. You can't do better! Check 29.

HELP-O-GRAM

December 1, 1960

For more information on any advertisement or keyed editorial item, fill out the card below, check the appropriate key numbers, detach, and mail to: HELP-O-GRAM Department, Shipping Management-National Hi-Way Shipper, 425 Park Avenue South, New York City 16, New York.

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Name _____ Title _____

Company _____

Address _____

Type of Business:

Manufacturing; Wholesale; Retail

Major Products:

SERVICE, SPEED AND SAFER SHIPPING are what you get with this motor carrier. Check 30.

MOTOR FREIGHT moving between Milwaukee, Chicago, Indianapolis, Detroit, Dayton, and Cincinnati? Why not call in this capable carrier. 31.

SERVING THE CALIFORNIA DESERT AREA, this truck line will speed your merchandise to its destination in a hurry. Check 32.

Watson Bros. Transportation names H. Roy Kersbergen VP for System Sales-Development

Diversification and expansion! These are the Watson Bros. Transportation Company's twin goals for the months ahead.

Slated to play an important role in the motor freight line's upcoming program: H. Roy Kersbergen, veteran Watson executive, recently promoted to the newly-created post of Vice President in Charge of System Sales & Development.

According to E. A. Kelloway, Watson Bros. Transportation Company



H. Roy Kersbergen

president, Mr. Kersbergen will be a key figure—with major executive responsibilities in developing and directing the highway carrier's sales program. His activities will cover all areas of operation, including the company's extensive motor common carrier and freight forwarding interests.

Target of the ambitious Watson campaign: the expansion of its operating area and capability as a motor common carrier. An important facet of this drive: acquisition and operation of a system of freight forwarding companies.

In addition to his sales duties, Mr. Kersbergen will direct and coordinate the development of Watson's upped transport services and capabilities. He will report directly to Watson Bros. president.

Emphasizes Mr. Kelloway: "H. Roy Kersbergen has been active in



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Free parking, radio, t.v.

- Downtown — close to everything . . . 1 blk. from International Airport Bus Terminal.
- 250 luxurious rooms with tile baths. Fine food.

DRIVE-IN Motor Entrance

Twin Beds \$8.50 up	Doubles \$7.00 up
Singles \$5.50 up	King Size Beds \$9.00 up

EDDY at TAYLOR STS. SAN FRANCISCO

Write or wire for immediate confirmation of reservations.

the common carrier industry for 30 years and is widely known throughout the industry. In my opinion, there is no one in the industry better qualified to fill the newly-created post—thanks to his broad experience, vast knowledge, and many contacts in the industry.

Interstate Highway System now 23%—9,600-miles—completed

Mile by mile, the nation's extensive Interstate Highway System is

**WHY
IDEAL
AUTOMATIC
STENCILING
CUTS
SHIPPING
COSTS:**

- Automatic character, word and line spacer increases speed and production.
- Saves at least 20% in stencil board.
- Cushioned hand wheel and handle, safety hood and other features make the Ideal easier to use — saving labor costs.
- Exceptionally long life — many Ideals have been in service over 20 years.

being rushed to completion. The latest report from Federal Highway Administrator Bertram Tallamy is that some 9,600 miles of the System have now been finished. This represents close to 23% of all the roads and highways being improved or built under the program.

Key arteries already in use include highways linking San Francisco-Oakland; New York City-Boston; Buffalo-New York City; Detroit-Toledo; Pittsburgh-Cleveland; and Portland (Ore.) and Olympia.

Midwest Freight F'dwing reorganizes, names new executive vice president

The Midwest Freight Forwarding Company is going places! And as the first step in its all-out drive to provide its customers with the finest and most effective highway service ever, the carrier has reorganized its management structure.

Key changes: the appointment of an executive vice president and general manager, plus the formation of a new board of directors.

Named executive VP by Midwest

President Anthony E. DeCeanne; Charles S. Reardon. A veteran of more than 20 years in the trucking industry, Mr. Reardon is a former Ringsby Truck Lines operations vice president. He also served Ringsby in a variety of other positions, including Los Angeles terminal manager and Eastern Division Manager.

An active "joiner," intent on boosting both his company and traffic transportation, Mr. Reardon is a member of numerous transport groups in Chicago, California, and New York.

Declares Midwest's president: "From the very start, Midwest has

built its business on dependable, personalized service to shippers. We plan to continue and expand this kind of service and have a top-notch management and working team to do the job."

"Our new executive vice president and general manager, Mr. Reardon, is one of the nation's most highly



A. E. DeCeanne



C. S. Reardon

LET ONE PICKUP or DELIVERY DO THE JOB

Connecting line on L.T.L. and T.L. shipments
to all States other than those served by Hancock.
**DAILY, direct service between these
and many intermediate points**



**FREIGHT DIVISION - Seeley 3-3737
STEEL DIVISION - Inter Ocean 8-8100
PERISHABLE DIVISION - Inter Ocean 8-8100**

LET HANCOCK pickup or deliver daily at a fixed time
your shipments to and from all the points shown below

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Seeley 3-3737

PITTSBURGH, PENNSYLVANIA
FAirfax 2-0600

LOUISVILLE, KENTUCKY
MEIrose 7-6517

CLEVELAND, OHIO
SUperior 1-6204

COLUMBUS, OHIO
Hickory 4-2128

CINCINNATI, OHIO
MULberry 1-3312

ST. LOUIS, MISSOURI
GEneva 6-0171

EVANSVILLE, INDIANA
HArrison 3-1141

INDIANAPOLIS, INDIANA
MEIrose 4-6363

DETROIT, MICHIGAN
TAshmoo 5-2530

MILWAUKEE, WISCONSIN
ATlantic 1-8800

WARREN, OHIO
EXPress 9-7511

HANCOCK

TRUCKING, INC.

EXECUTIVE OFFICES, EVANSVILLE, INDIANA

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qualified trucking executives. He comes to us with many years of experience, in all phases of trucking."

In addition to Mr. Reardon's appointment, Midwest has formed a new board of directors. Included: Mrs. Rose M. DeCeanne, widow of Midwest's founder, Sal DeCeanne, as board chairman; Anthony E. DeCeanne, as Midwest president; and Mr. Reardon.

The Midwest Freight Forwarding Company is a pioneer motor freight common carrier. It offers a direct operation between Chicago and New York City; New Jersey; and various points in Connecticut. Operating out of its Chicago HQ, the firm maintains terminals in Chicago; Hoboken, New Jersey; and Bridgeport, Connecticut.

AASHO road test hits goal of 17 million miles and closes

It's all over! After two action-packed years, designed to put trucks and highway construction materials to the most grueling trial ever attempted, the AASHO (American Association of State Highway Officials) Road Test has ended.

Test vehicles—ranging from farm-size pickups to 54-ton semi-trailers—registered an astounding 17 million miles of travel on the asphalt and concrete test loops at Ottawa, Illinois, before the extensive experiment came to a close last November 30th. To reach this goal, during the closing months of the test, 99 trucks were driven night and day, seven days a week.

Cost of the two year test: \$27 million. Results: to be announced in the very near future.

in the City Steel Club. Early 30,000 cars and trucks were tested during the three-day competition.

The award, a plaque, will be made by the chairman of the traffic safety committee, Mr. George H. Staubus, president of Spector Freight Systems Inc., Chicago, has announced two top executive appointments.

Roger W. Gerling, vice president-sales, retains that title and becomes head of the sales division, reporting directly to Staubus. Gerling adds to previous responsibilities direction of advertising and publicity. Joseph S. Russetta, formerly general traffic manager, becomes vice president-traffic, also reporting directly to Staubus.



R. W. Gerling



J. S. Russetta

The Gerling and Russetta promotions represent a realignment of marketing responsibilities formerly under Val J. Williams, vice president-marketing, who has resigned.



Robert J. Morton has been named traffic manager for Combustion Engineering, Inc. A graduate of Syracuse University, with a degree of M.S. in transportation, Mr. Morton was recently Traffic Manager and Assistant to the President at Vega Industries in Syracuse, New York.



A national packaging competition, short course, and show is being planned for the Fall of 1961 by the Society of Packaging and Handling Engineers (SPHE). So reports **C. L. Lippman**, the society's national president.

Mr. Lippman says that SPHE's national directors have appointed **J. L. Krager, Jr.**, Radio Corporation of America, Camden, N. J., chairman of the 1961 competition committee.

The SPHE National Packaging Competition is the nation's only annual comparison of developments in the engineering of boxes, crates, cartons, and metal containers used for shipping and handling purposes.



Reduce packaging and shipping costs with MID-STATES® fast, trouble-free STITCHING WIRE

Boxes and shipping containers of fibre or corrugated materials can be stitched or stapled faster, more dependably with free-flowing Mid-States Stitching

Wire. Never clogs stitching head because it has no raw edges; never flakes. Comes in 5, 10, 25 and 50-lb. coils.

Furnished flat and shaped in all standard sizes (special sizes available), with galvanized or coppered finish.



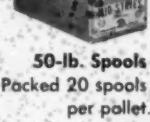
5-lb. Spools
Packed 10 Spools per carton.



10-lb. Spools
Packed 6 spools per carton.



25-lb. Spools
Packed 4 spools per carton.



50-lb. Spools
Packed 20 spools per pallet.

ROUND STEEL STRAPPING and MACHINES

For binding and reinforcing boxes, bundles or cases.

Strapping in wide variety of gauges, galvanized or coppered, in quantities from 5 to 500 pounds.

Machines off them or sale agreements.



STITCHING MACHINES in a variety of models also available from Mid-States. Head sizes range from 12 to 36 in.; capacities up to 375-point (3/8") board; with Electric Solenoid Trip if desired. Lease or sale agreements available.

WRITE today for further details, catalog sheets, samples and prices.



MID-STATES STEEL & WIRE COMPANY
CRAWFORDSVILLE, INDIANA - JACKSONVILLE, FLORIDA

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Packaging of goods for shipping and handling runs from four to 40 per cent of their manufacturing cost. About 20 billion dollars are spent annually in the United States for packaging, making it a larger industry than the nation's expenditures on aircraft and missiles.

The 23rd Annual National Packaging Forum of the Packaging Institute will be held October 18-20, 1961. Place: The Biltmore Hotel, New York City.

Highlights of next year's Forum: 12 seminars, covering packaging sub-

jects of great current interest. Presentation of the Packaging Institute's annual awards; a special opening day feature; and other events will highlight the Forum.

Lawrence H. Zahn, director of the Purchasing and Package Development Division of CIBA Pharmaceutical Products Inc., has been elected president of the Packaging Institute. Mr. Zahn succeeds **Charles W. Kaufman**, director, research and development, National Dairy Products Corp., who becomes an ex officio member of the board of directors.

Also elected as vice presidents and members of the Executive Committee: **Fred W. Langner**, package coordinator, Socony Mobil Oil Co., Inc., vice president and treasurer; **Allyn C. Beardsell**, Mead Containers, Inc., New Products Div., vice president-membership; and **Iven G. Nichol**, assistant sales manager, Morningstar-Paisley, Inc., vice president-Annual Forum.

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J. L. Pfeiffer

The new vp came to Steffke from a position as executive vice president of three firms, Empire State Truck Terminal Co., New York; Garden State Truck Terminal Corp., Inc., Newark, N. J.; and Terminal Cartage Corp., Newark, N. J. He had been with the companies since 1956.

Don E. Morgan, who has compiled nearly a quarter century of service as a military and civilian transportation specialist, will become the first manager of International Sea Van, Inc., in its new status as a division of Atlas Van-Lines, Inc., Evansville, Indiana. **Lorenzo G. del Portillo** has been appointed Sales



L. G. del Portillo

Manager, U.S.A. effective November 1 for AVIANCA (COLOMBIAN NATIONAL AIRLINES) it was announced by **Miguel Pombo**, North American General Manager for the airline.

AS WE GO TO PRESS . . .

North American Van Lines is moving into the container rental field. Covered: international freight shipments.

Reports the company: "We have selected 17 terminal and information points around the country. Container shipments, bound for overseas areas, will originate at these units. Locations: Boston; Brooklyn; Washington, D. C.; Jacksonville; New Orleans; Columbus, Ohio; Grand Rapids, Michigan; Chicago; St. Louis; San Antonio; Long Beach, California; San Francisco; Portland, Oregon; Seattle; Philadelphia; Detroit; and Honolulu."

According to North American, shippers generally have found that steel containers not only eliminate expensive export packing; rehandling delays; weather damage; pilferage; dust; and breakage, but "cost less than other methods of shipping."

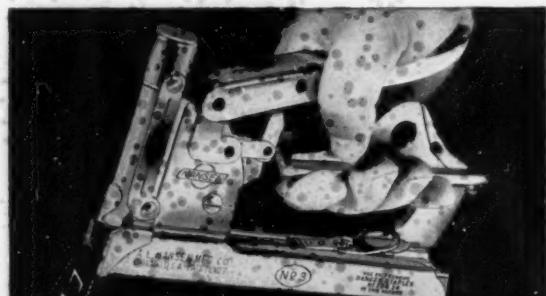
Under the household mover's program, containers will be available—on a lease or rental basis—to any industrial firm, international or domestic freight forwarder, broker, steamship company or agency, and common carrier. Container dimensions (outside): 84" in width, 82" height, & 102" in length. Inside capacity: 348 cubic feet and 10,000-pounds.

Announced by Lifschultz Fast Freight: a reduction in rates on less-than-carload shipments of used merchandise vending machines, designed for reconditioning or salvage of parts. Amount of reduction: about 22.5% . . . Northeast Airlines is leasing six Convair 880 jet transports from the General Dynamics Corporation. Object: to expedite operations on the carrier's New England-Florida route.

Utilization of the 880s will enable Northeast to offer direct jet service—its first—between Boston, Philadelphia, and Miami.

Hats off to Eugene F. Mathews, newly elected chairman of the Michigan Trucking Association's Customer Relations Council. Other new officers named in addition to the Consolidated Freight director of sales: Harold J. Jenner, district sales manager, Kramer Bros. Freight Lines, vice chairman; R. E. Braun, Yellow Transit Freight Lines' Detroit sales manager, secretary-treasurer; and E. E. Parkinson, executive vice president, White Owl Express, board chairman.

Developed by the Douglas Aircraft Company and Pan American World Airways: a new loading system, designed especially for converted DC-7C Airfreighters. Result: PAA is seriously considering new additions to its already existing fleet of 10 converted DC-7Cs. Heart of the new system: mechanization.



GOING GREAT GUNS
ON EVERY JOB!

HANSEN Automatic TACKERS

The quality construction and good design built into every Hansen Tacker assures the user of long, dependable, time-saving performance. Next time you're in the market, insist on Hansen . . . the lightweight Tackers for heavy weight work.

36 MODELS—80 STAPLE SIZES
SEND FOR free Hansen literature.

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LIF SCHULTZ FAST FREIGHT FASTEST TO BOTH COASTS!

TRUCKLOAD
SHIPMENT

via

**LIF SCHULTZ
PIGGYBACK SERVICE**

Between Middle West and Atlantic Seaboard Points

Specify LIF SCHULTZ and Be Sure It's On Time!

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Dealing primarily with new concepts in shipping containers and practices, a brand new packaging organization is now forging ahead with an ambitious program. Name of the group: the Bulk Packaging and Containerization Institute.

Explains the organization: "We will deal with new shipping container concepts and procedures. When package freight is shipped inside large cargo containers . . . in transit hazards are greatly reduced. Potential cost reductions in packaging, moreover, could serve as an added incentive to shippers to employ containerization equipment and methods.

"Regardless of whether or not a shipper may be eligible to consider containerization, the Association expects to serve users—as well as manufacturers—of many types of bulk containers. The containers of interest to us are relatively new and not covered by existing associations.

"The Institute will serve as a clearing house for information on all such containers and will aid in establishing acceptable specifications."

Managing Director of the new unit: Glenn Mather. CHQ: P. O. Box 3444, Grand Central Station, New York 17, New York.

The Transportation Association of America has announced plans to establish a National Transport Research Foundation. Purpose: to stimulate "the research required to maintain a strong carriage system in the United States." . . . Parcel post is booming! According to Post Office Department officials, parcel post is presently handling upwards of 1 billion packages annually.

It's official! The Ryder System has been given the green light by the Interstate Commerce Commission to acquire control of Southern Plaza Express, Incorporated. The mammoth carrier is currently operating Ryder Truck Lines; Ryder Truck Lines of Tennessee; and Ryder Tank Lines. Pending is an application to acquire control of the Hoover Motor Express Company.

Eastern Airlines has shifted its sky cargo operations in the New York Metropolitan area from Newark Airport to New York International Airport. Object: to speed up and expedite export and import shipments, hauled across the Atlantic via Overseas Airlines operating into and out of Idlewild.

Another reason for the move, according to Edward E. Skinner: "at Idlewild clearance by U.S. customs officials of shipper export declarations required for cargo moving to and from Puerto Rico is handled expeditiously by the nation's largest air customs facilities."

In addition to shifting across the Hudson, EAL has also added Mobile (Ala.) as a southbound sky freight stop on hop from New York to Houston.

*This advertisement first appeared in December, 1955.
It is being reprinted by request.*



in terms of human values...



This Christmas, we at Spector are again privileged to make a significant contribution to needy charitable organizations in the name of our customers.

We are deeply gratified that our Christmas Observation Program so clearly reflects the attitudes of the men and women of the transportation community. For we, like you, are firm in our conviction that the true interpretation of the spirit of Christmas can be made only in terms of human values.

In furtherance of our Christmas observance policy, we have requested our scores of suppliers similarly to forego the sending of tangible gifts to any of us. A card, a note, a call . . . and a continuing interest in our growth and well-being . . . will make our holiday season a most complete and satisfying one.

And so, for the less fortunate who on this day will benefit from your Spector routed Christmas gift—Merry Christmas.



season's greetings from the men and women of **SPECTOR**

SPECTOR FREIGHT SYSTEM, Inc. Chicago 8
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ON YOUR SHIPMENT...**

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Service means more than just
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Connects All Major Terminals.

Daily Telephone Conference Call
Between All Major Terminals.

I.B.M. Data Processing . . . for instantaneous
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All These Add Up to Enable You to "Keep Your
Finger on Your Shipment" from Origin to Destination.

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